



Moving beyond good intentions: improving the inclusivity of our physical activity sector



LET'S
GET
MOVING

Domestics & Logistics

- No planned fire alarms
- Lift available
- Allocated workshops, tables & rooms – please see your delegate badge
- Refreshments
- Safe space for discussions
- Active Conference: Move when you need to!

Conference Programme



active-together.org/conference

Join Our Conversation

@ActiveLLROrg

Or Search

Active Together
(Partners)



You Said

Networking Opportunities

Diversity of Speakers

Sharing of Impact & Local Case-Studies

Longer Conference, Longer & Less Workshops, More Big Room Discussions, In Person Delivery

We Did

Dedicated Session

External Speakers

Networking Opportunities

Full Day Conference

Big Conversations

Big Conversations

Community Groups

Impact Video

External Speakers

Table Plan

Community Groups

One Workshop



Mike Sandys

Active Together Chair

Director of Public Health for
Leicestershire & Rutland



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HEADLINE ACHIEVEMENTS



visited the Active Together website, an increase of 19% from 2021/22



16,617
people connected to Active Together through social media platforms

£2,685,507
invested through our locality partners

£693,364 Public Health & ICS Funding invested into county Locality Physical Activity and Sport action plans, generating **471,434** attendances

56 schools were engaged in the Youth Engagement Activator programme, with 76 school and 44 community Interventions developed, and almost 2,000 young people accessing support

Within the Get Active Search Engine, users accessing the directory of clubs/ organisations increased by **53%** to over **112,000** and the Activity Finder increased by **89%** to over **27,000** users

£253,000 secured from the LLR Integrated Care Board to deliver the Steady Steps programme

41 athletes supported through the Team Leicestershire Talent programme. Based on financial need, 19 athletes were awarded a total of **£5,991**

£837,089 invested into 122 local clubs, groups and organisations across LLR, of which **£524,387** invested into 80 local clubs as a result of Active Together Officer support

The Opening Schools Facilities Programme Invested **£249,594** into 24 schools and 48 participation programmes to provide pupils, their families, and the wider community access to physical activity & sport outside of school hours

69,543 young people participated in level 2 and 3 School Games & Team Leicestershire events, of whom **6,413** were disabled young athletes



The Sport England Together Fund saw **£239,596** invested into **69** local community groups and organisations to support residents from targeted communities to be physically active

4,331 young people participated in Holiday Activities and Food programmes across **160** venues in Leicestershire. **89%** of participants were eligible for free school meals and **12%** had SEND



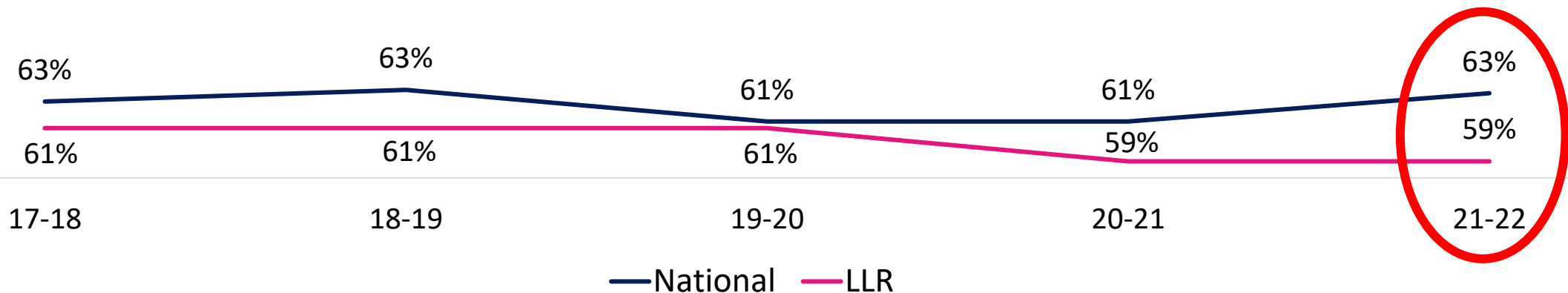


6,010 young people participated in School Games and Team Leicestershire County level events



Sport England Active Lives Data

- The graph below shows the % of the people that are taking part in 150+ minutes of physical activity per week.
- Activity levels in LLR are **below** the national average.
- Activity levels are **currently 2% below pre-covid levels** (18/19) and have not seen the same recovery post covid as national levels.



Mentimeter

www.menti.com

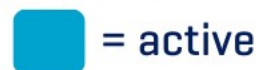
Code: 2679 8192

Join at menti.com use code 2679 819

In LLR, which gender is mo

74





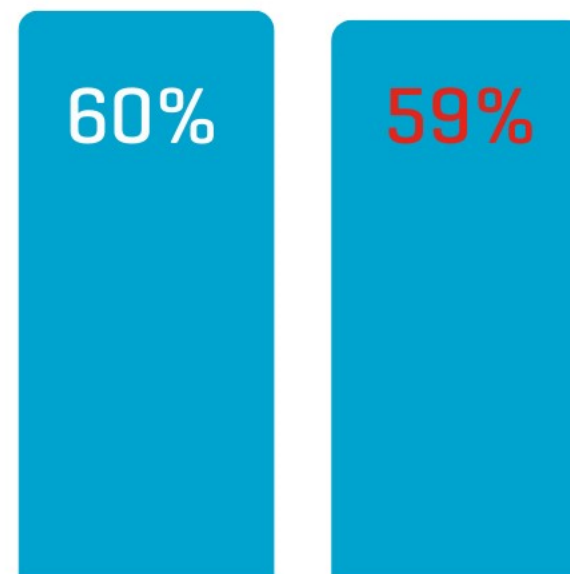
Levels of activity

Leicestershire, Leicester and Rutland

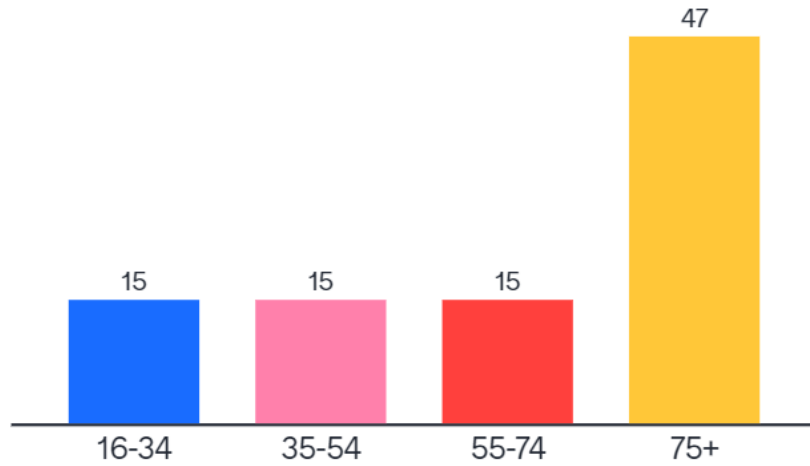
Men in
Leicestershire,
Leicester and
Rutland are slightly
more likely to be
active than women.

*No LLR data for 'in another way'


Gender



In LLR, which age group is the least active?

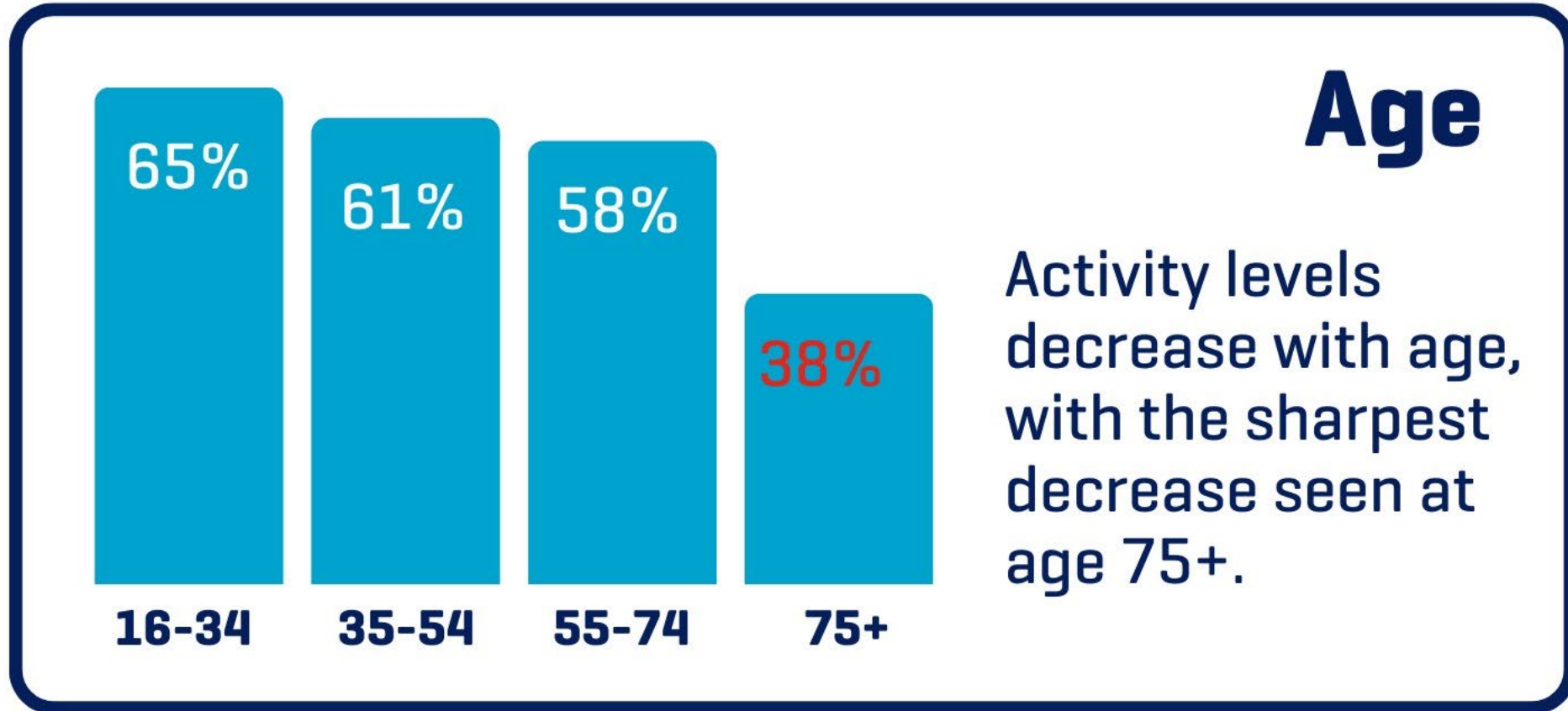


Sport England Adult Active
Lives Survey November 21/22

 = active

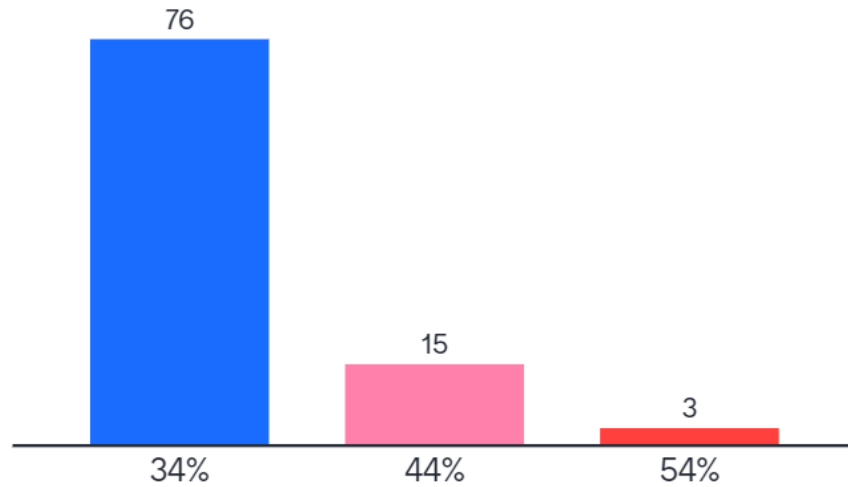
Levels of activity


Leicestershire, Leicester and Rutland



*active = 150+ minutes of physical activity a week

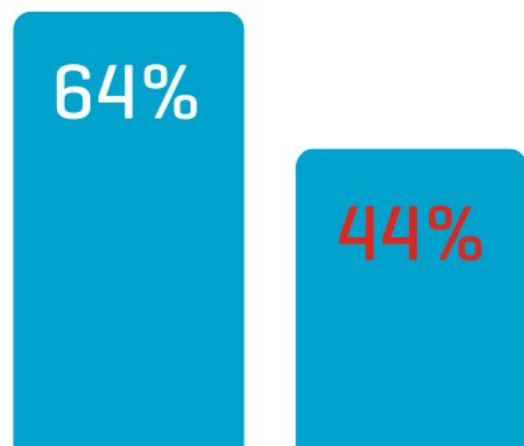
In LLR, what percentage of those with a long term health condition are active?



 = active

Levels of activity

Leicestershire, Leicester and Rutland

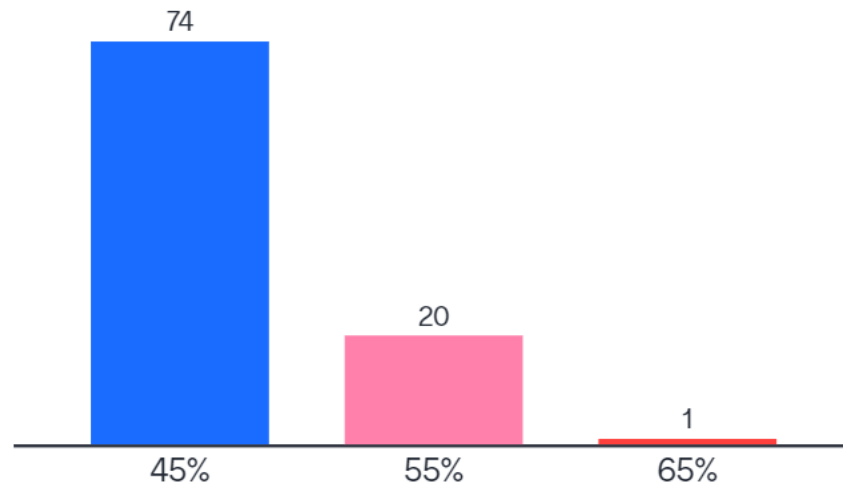



Disability and long-term health conditions

Activity is less common for adults in Leicestershire, Leicester and Rutland with a long term health condition or disability than those without.

*active = 150+ minutes of physical activity a week

In LLR, what percentage of those from a lower socio-economic group are active?



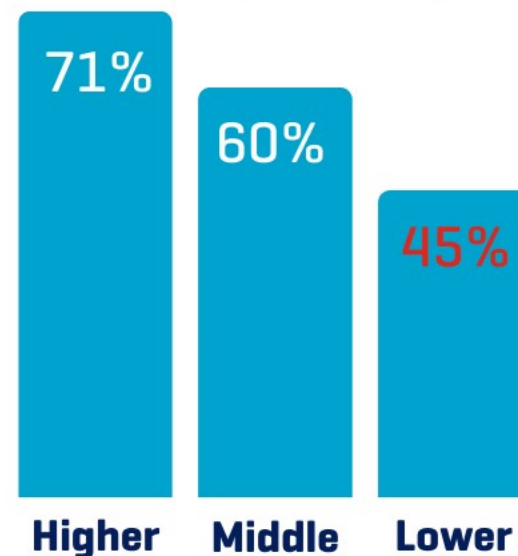
 = active

Levels of activity

Leicestershire, Leicester and Rutland

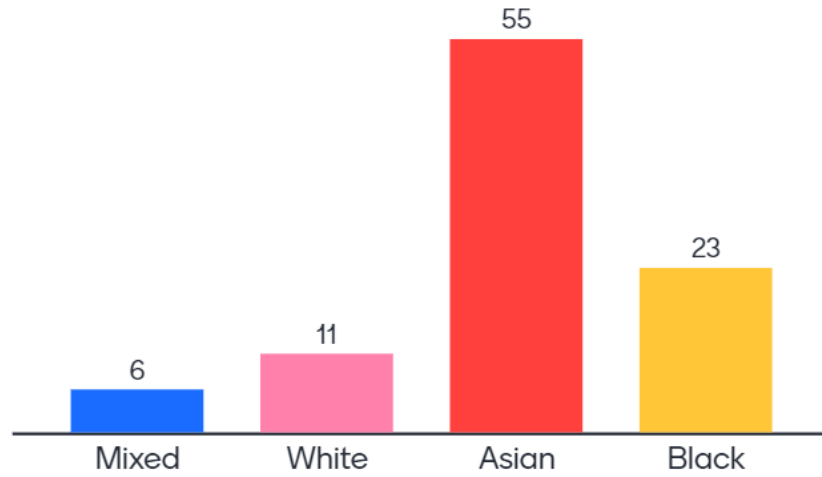
Socio-economic groups

Those from lower socio-economic groups in Leicestershire, Leicester and Rutland are the least likely to be active (45%).




*active = 150+ minutes of physical activity a week

Which ethnic group is the least active?

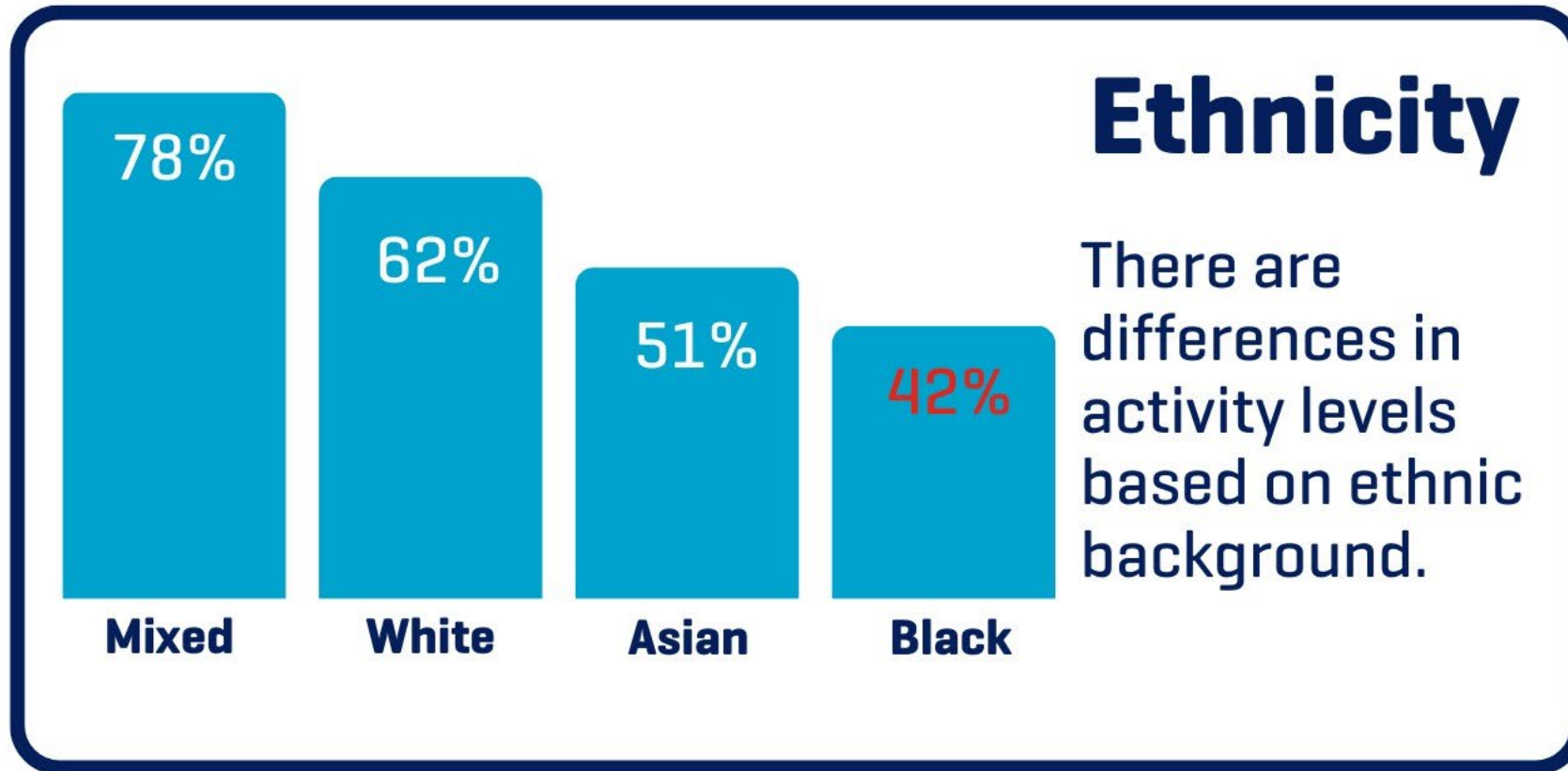


Sport England Adult Active
Lives Survey November 21/22

 = active

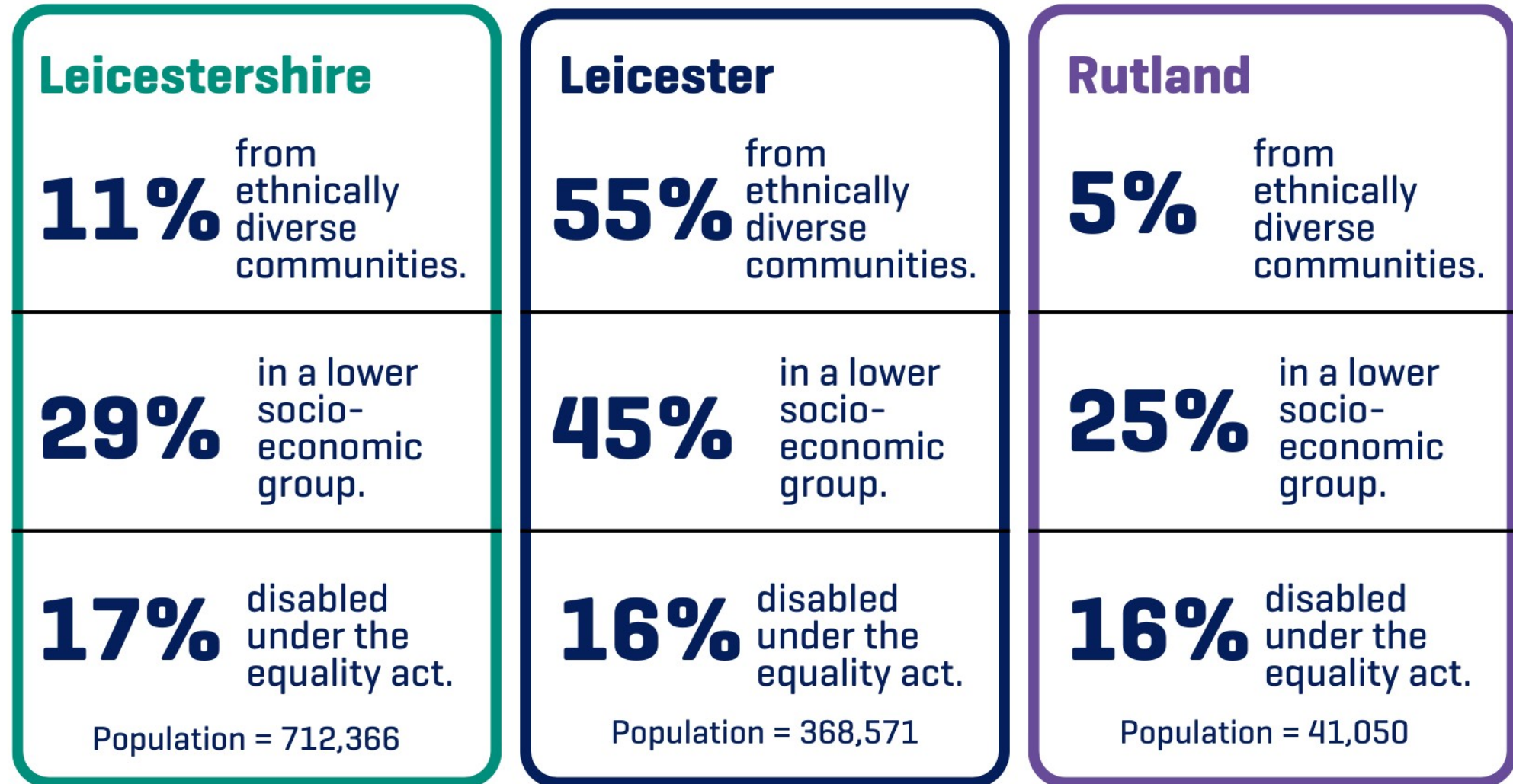
Levels of activity

Leicestershire, Leicester and Rutland



*active = 150+ minutes of physical activity a week

LLR Population Overview- 2021





Questions to Consider

What should we be doing more of to move beyond good intentions?

What should we be doing less of to move beyond good intentions?



Arun Kang

CEO Sporting Equals



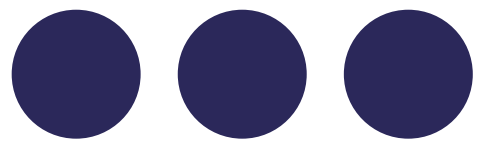
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Diversity & Inclusion

Engaging Ethnically Diverse Communities

ARUN KANG OBE



Sporting  **Equals**

What does a diverse and inclusive culture look like in sport?



Representation



Access to Opportunities



Respect and Acceptance



Collaboration

Understanding barriers for underrepresented groups



Finance



Dress code



Unwelcoming
Environments



Organisational

Organisational

- Lack of equitable internal policies
- Transparency of recruitment
- Leadership do not embrace DEI
- Celebrating when we do get it right
- Meaningful engagement of local communities



Priorities to engage with local ethnically diverse communities



Start by modifying internal structures



Being open to new perspectives



Visit the Faith and Community Centres



Collaborate Ideas



Listening to Learn



Share Resources

A Case Study in Grassroots
Sport:
*Faith Centre Engagement:
Nishkam Centre*



Sporting  equals

Guru Nanak Gurdwara, Nishkam Centre, Birmingham

- Faith centres **well placed to offer sport** – with a desire to promote healthier living and engage young people
- **Nishkam - 30,000** footfall a week

Stage 1: Empowered the faith centre on the sport system

Stage 2: Learning and development for sport

Stage 3: Brokerage activity:

Outcomes:

- Regular running, football, swimming, table tennis and cycling activities
- University of Birmingham, WBA FC and Aston Villa linked into the Centre.
- 1.2million funding on facilities received for physical activity
- Policy thinking in sport at national and local level changed

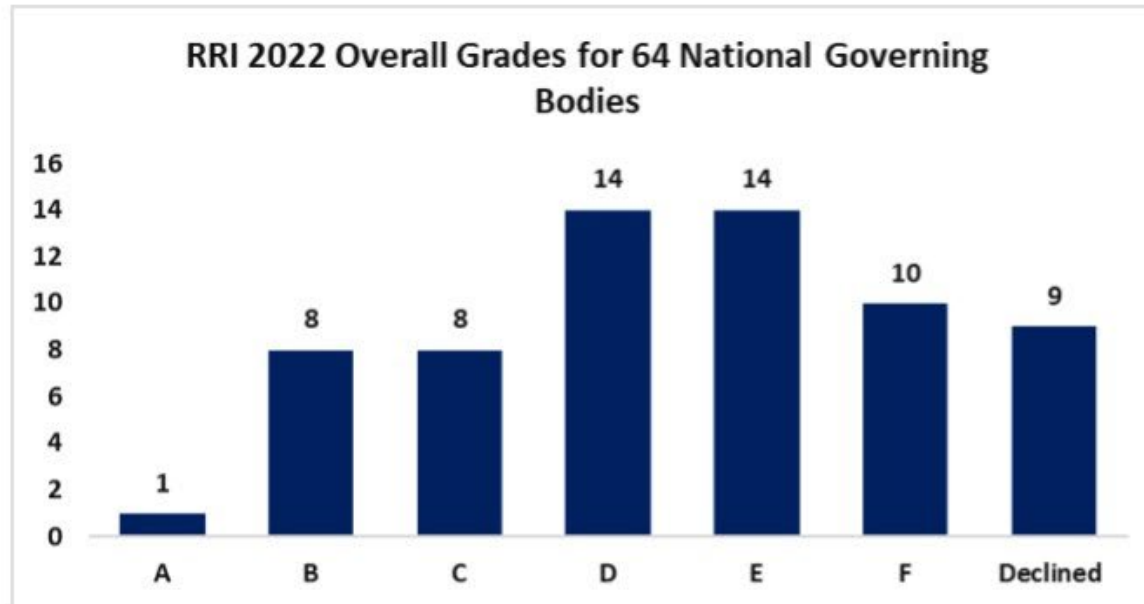


Race Representation Index

- Senior Workforce Data Survey

Sporting  equals

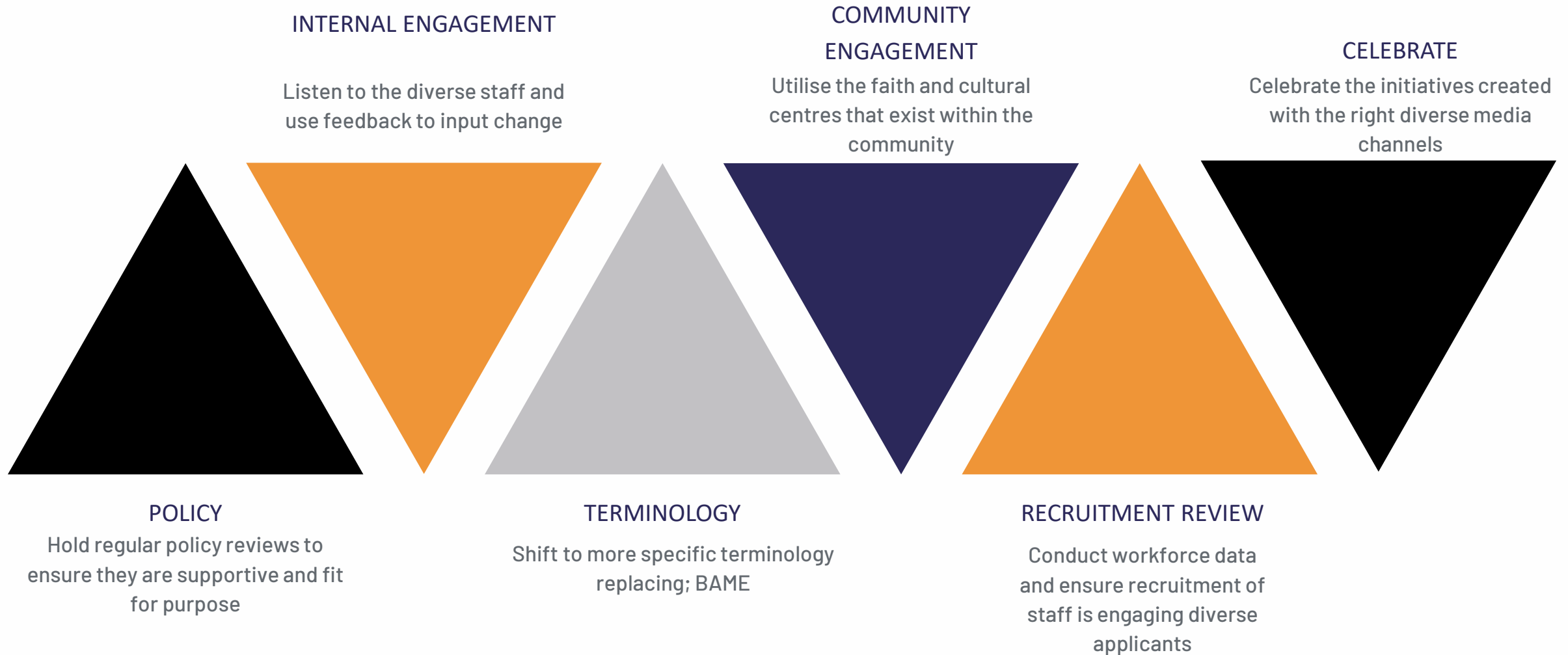
RRI average grade for each criterion for the year 2022-2023



Average grades in each criterion

Board	Senior Leadership Team	Senior Coaches	Players/Athletes	Overall
C	E	E	D	D

How to Improve



Engage with us



Research



Social Impact Projects



Workshops



Karen Creavin

CEO The Active Wellbeing
Society



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Active Together- making activity everyone's business

Karen Creavin – Chief Executive The Active Wellbeing Society

Uniting the movement

- **Local delivery pilots:**
 - 12 areas picked to demonstrate a wide range of innovation propositions
 - Permission to behave differently and try new things
 - Focus on changing the system to get more people more active from those communities in the most need
- **Uniting the movement:**
 - 2021 strategy embedded this approach across the whole ambition of the sector
 - Networked ambition to get more people active in more diverse settings and from wider range of communities
 - permission to act more radically to tackle the wicked issue
- **Place based working:**
 - starting where people are at
 - Holding the space for a journey to activity
 - Funding and expertise to take the offer to a new level

Sport England



Uniting the Movement is our 10-year vision to transform lives and communities through sport and physical activity.

... the scale of the challenge



Image Attribution: Alisdare Hickson from Woolwich, United Kingdom, CC BY-SA 2.0, via Wikimedia Commons

System working and examples of system shift

- Post Covid the journey to activity just got even longer for some in the most deprived communities
- Some of the traditional models are breaking down
- New ways of working, and behaving, need to emerge
- We need to start to change the systems that design out activity





What does good look like?

Where we are now...

- Sharing the learning
- Amplifying what worked...
- ...and what didn't
- Knitting the system together around an emerging new vision for place
- Preparing for what is to come



Distributing leadership

- The importance of being lead goose
- Knowing when to step back
- Staying in formation
- Nurturing followership
- Identify win/win



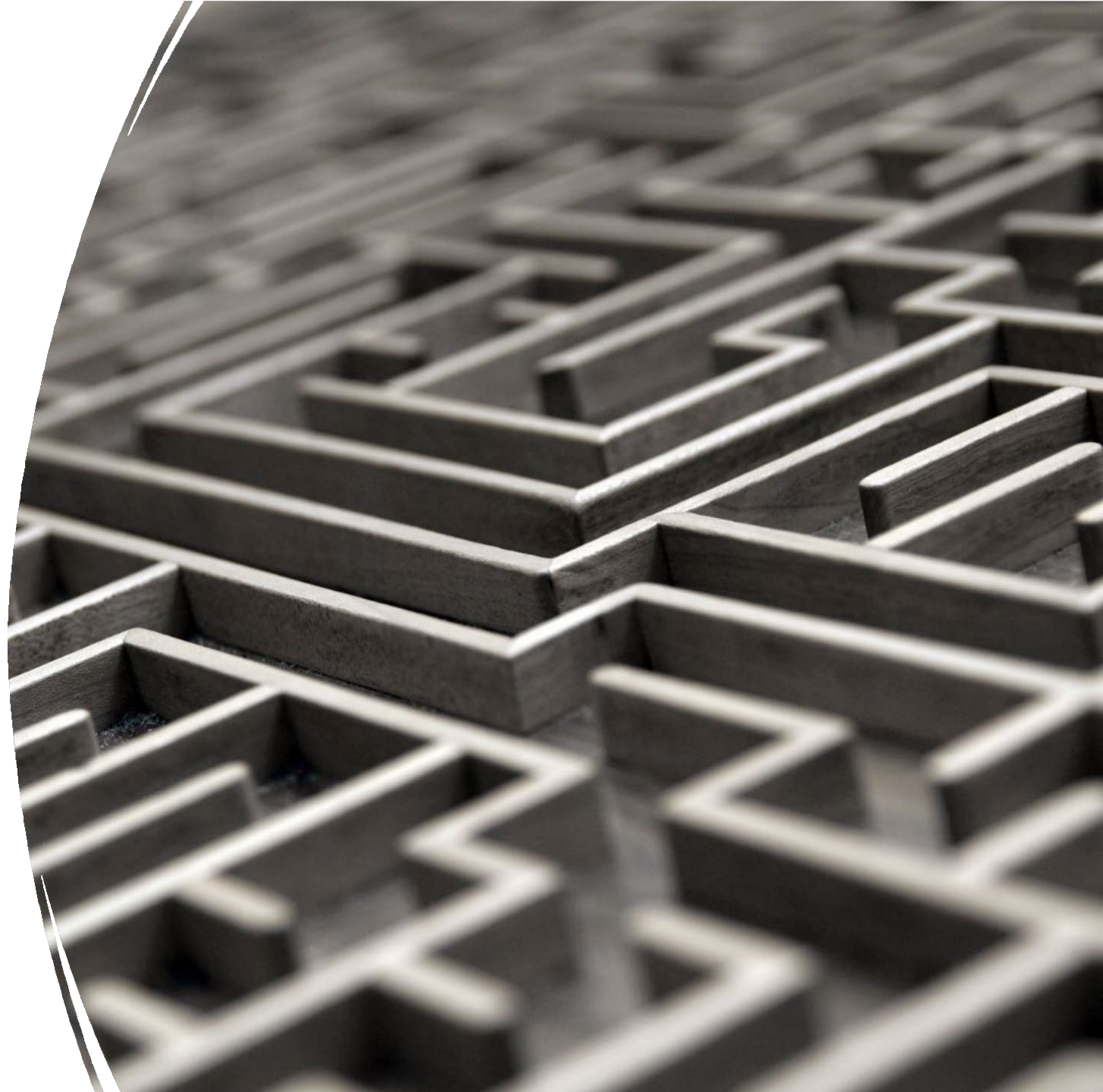
co-design:

- *'a social conversation in which everybody is allowed to bring ideas and take action' (Friere)*
- *Make it hyper local*
- *Using democratic processes- rounds; deep democracy; active listening; sensing from the field;*
- *Start where the energy is... identify and remove the barriers... enable and empower.... Create a movement*

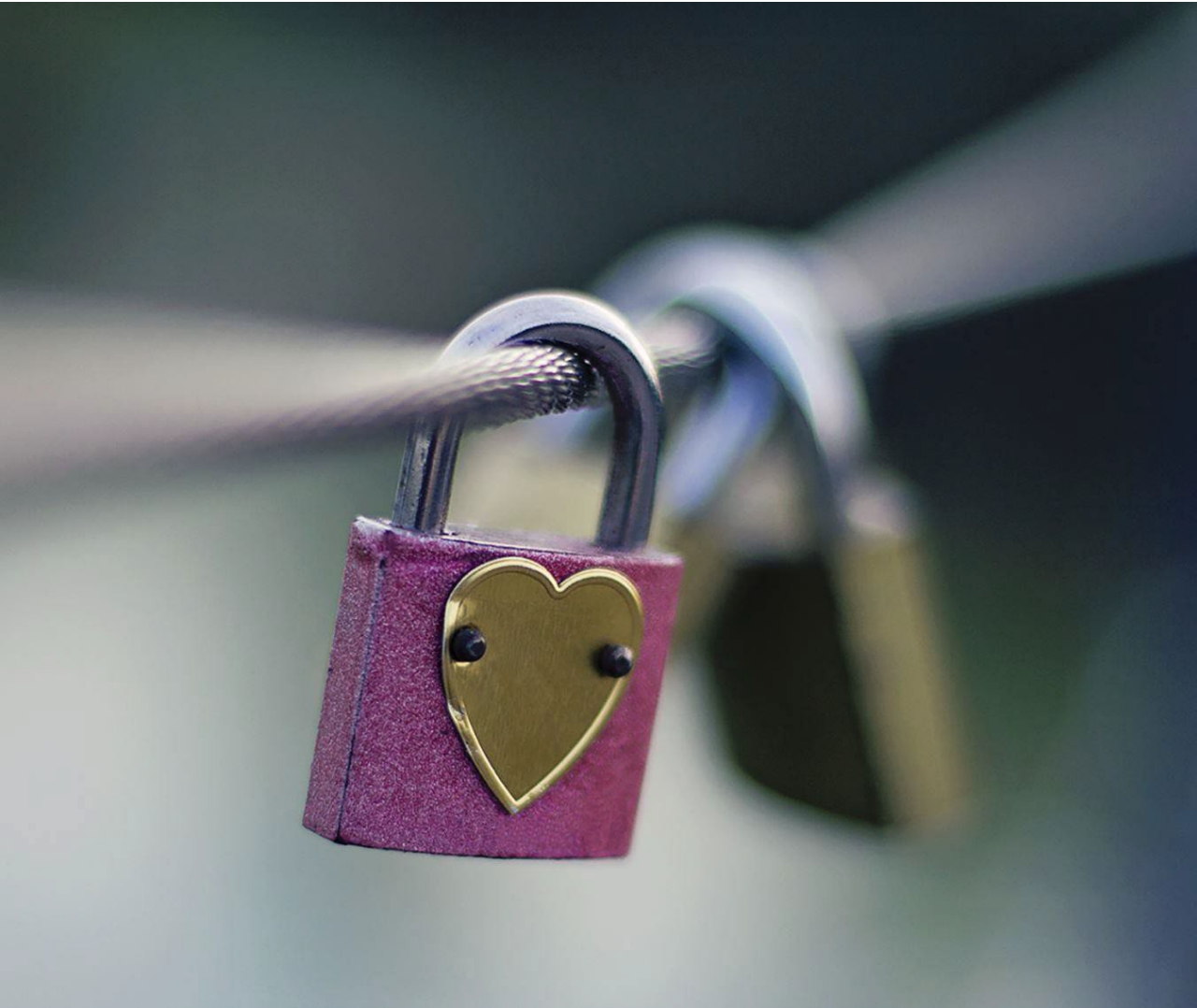


Identify and coproduce responses to need

- Being clear on where need is
- Building collaboration
- ABCD
- Going from deficit to benefit
- Finding the way through what stops us



Cocreation and collaboration



- Using open mind, heart and will to understand what is needed that isn't yet provided
- Being open to how else things could and should be done
- Being led by need and opportunity
- Saying yes and...
- Holding on to more than one view

Collaborative practice

- 'Doing with' and not to
- Inclusive practices
- Hearing all the voices
- Being open to starting where the need is and weaving in outcomes
- Doing it by stealth
- Distributing leadership throughout
- Hearing all the views – listening pairs; generative listening
- Word of mouth from a trusted source- using the right methods for communication

Relational not transactional

- Finding and making a flock
- Hold people where they want to stay
- Working with the willing- start where the energy is
- Practice and develop skills
- Develop agency and resilience
- Clarifying and amplifying the win/win



Workforce learning and behaviours

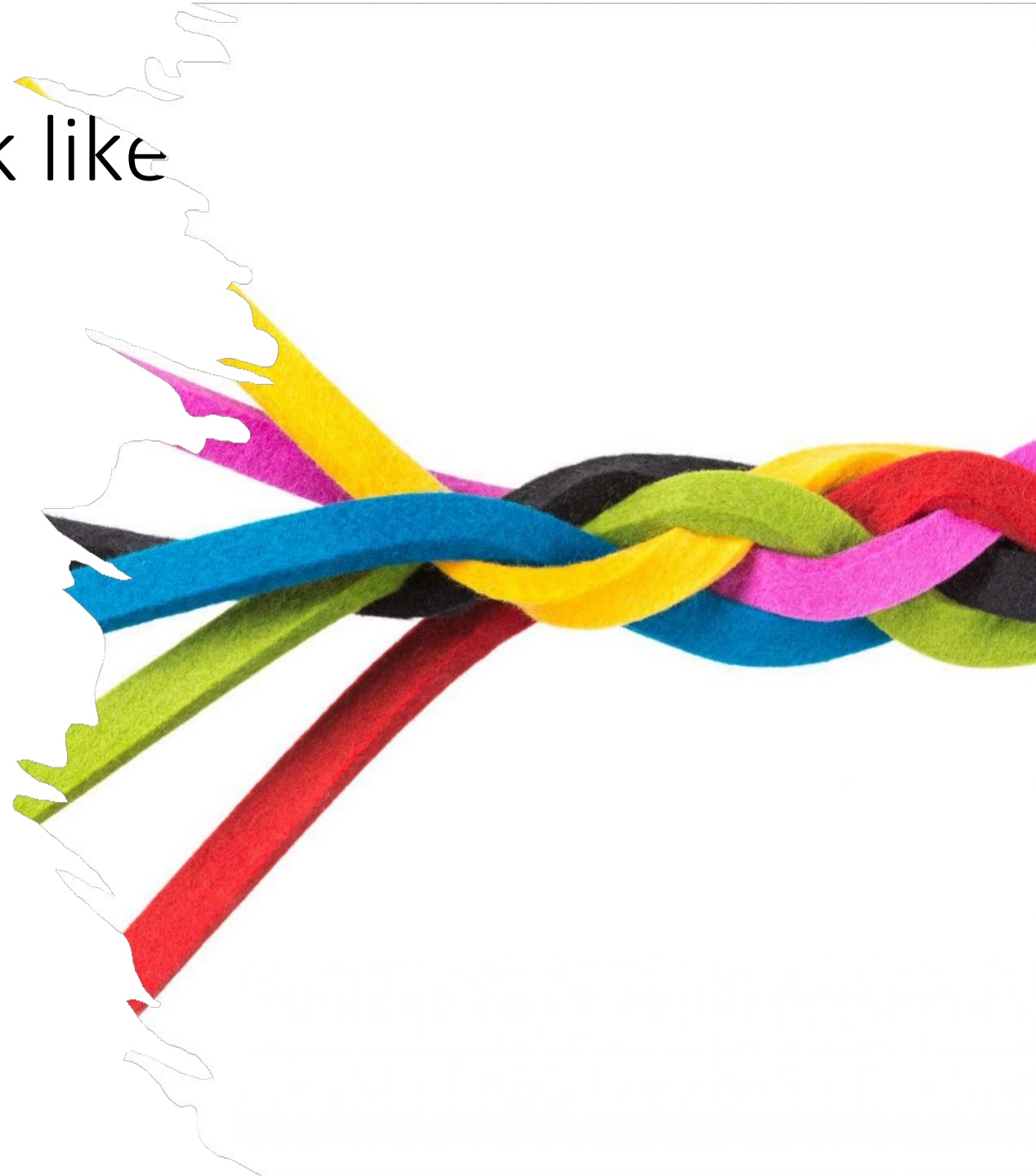
- Relational
- Value based
- Courage and modelling
- Being the change
- Culture and shared vision
- Inviting connection



What does success look like

Local social investment model:

- Assess/ scope/ understand/ map relevant place
- Create the story and spread/share the vision in place
- Understand the value within a place and create opportunities to co-create it within the system- financial investment/ network creation
- Step in/ do/ test/ learn/ iterate
- Evaluate and embed
- Amplify back into the system- distributing power and success
- Build on the change



Thank you & Questions?



Tash Mina (Active Together Board)

**Samin Mughal (Loughborough Female
Fitness)**

Ian Wilson (Coalville CAN)

**Deb Daynes & Anna Illuskina (Apnapan
Cancer Support Group)**

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Thank you & Questions?

Big Conversation 1

What should we be doing more of to move beyond good intentions?

What should we be doing less of to move beyond good intentions?

How will we know we are making good progress?
What does good look like?

Networking Session

- **Open Space** is about you deciding what you want to talk about.
- Multiple conversations in one room.
- Although it can feel uncomfortable and unnatural, please get up and move on to another discussion if you are not learning or learning or contributing. Don't need to excuse yourself or say anything.
- The direction of conversation comes from delegates
- Think about what has been talked about in the morning session and think what we need to do differently.

Colour Dot	Room	Facilitator
Purple	Willow	Lucy
Yellow	Travis Perkin	Andrew
Pink	Sunley	Luke



Welcome Back

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Feedback from Big Conversation 1

What should we be doing more of to move beyond good intentions?

- Engage communities more – ship the power to the participants, enable communities to make the change.
- Share our failures.
- Further engagement with the voluntary sector.
- Understand our community assets.
- Measure value and impact.
- Relationship building.
- Courage to do things differently.
- Ask for help.

What should we be doing less of to move beyond good intentions?

- Make less assumptions, more community engagement.
- Trying to please everyone, box ticking.
- Stop metric measurement and stop focus on organisational success (instead celebrate others).
- Less shying away from difficult conversations.
- Being scared to be wrong.
- Starting with activity as the solution.

How will we know we are making good progress? What does good look like?

- What does good look like to the community? Should we be the ones to define?
- Diverse and appropriate workforce and leadership.
- Outcomes over outputs.
- Wider partners engaged – widening of who we think of the system.

Big Conversation 2

What is your key learning from the conference today?

What is a key action that you will take away from today?

If there was an additional £30k to start areas of work linked to this agenda, what would your top three ideas be? (Max £10k per idea)

Feedback



Thank You for Attending



Evaluation

