**ACTIVE TOGETHER CONFERENCE 2023**

**Big Conversation 2**

What is your key learning from the conference today?

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| **Table 1** | * Take every success as exactly that we don’t always need the wow factor.
* We need to focus on changing 1 or 2 lives not thousands all the time.
* We need to really listen and get out into our communities.
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| **Table 2** | * Collaborative working
* Communication and not being afraid to ask question
* Ideas of how to work with communities
* Give it a go, you never know
* Networking
* Adopting community development
* Language we use
* Not one size fits all
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| **Table 3** | * All physical activity journey’s look different – not ringfencing communities but listening to their preferences
* Engagement with communities
* Fresh perspectives are important
* Blue and green spaces
* Inter-sectionality
* Changing peoples’ motivation (or listening to these ie. connecting with others over physical activity over physical activities same)
* Re-emphasising the importance of physical activity and all the benefits
* Adapting to change, not being stagnant with our approach
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| **Table 4** | * How we should be approach communities
* People working in the communities we struggle to keep (low pay)
* Re-frame how we see things
* Drilling down what we can do for people to become more active long term
* To be open and honest, no false promises
* Not being afraid to ask questions
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| **Table 5** | * Needs to be action from talking that’s been done.
* Be brave and be ok to get wrong
* Understand specific communities
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| **Table 6** | * More specific and targeted approach
* Focus on need, don’t start with physical activity
* Positive conflict can drive change
* Finding a trusted source
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| **Table 7** | * Work with current connections and programmes and widen the participants eg. family bike rides instead of singular bike rides
* The importance of having a strong network of volunteer workforce to cover rural areas
* Needing to reward volunteers as an incentive to carry on the work
* Big empathy gap between professionals and community groups
* Creating a safe space session for people with long term health conditions – reduce the pressure at GP’s but hold it at a healthcare environment so the participants are in a trustworthy/credit environment
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| **Table 8** | * Langueg ‘activity’, ‘movement’ – describing these rather than ‘sport’ but can make it come across as even more elitest/professional
* Out of comfort zone to connect to other organisations
* ‘Yes’ ‘and’ – not ‘but’ -re -framing
* Understanding communities – what individuals need properly to get beyond before even considering activity
* Lot of good work going on
* Lots of partners in room/work going on but physical activity levels down! How tough the challenge. Do things differently
* Opportunities of parents/carers watching sport – how can they help/contribute
* Communities not hard to reach, its about getting their services activated in there. Trusted voice. Right workforce. Adjust based on learning. Listening! Make everyone happy.
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| **Table 9** | * N/A – merged with another table
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| **Table 10** | * Connecting to communities- could we utilise the PH apprentices further
* Knowing other partners that can support
* Working collaboratively
* Need to avoid duplication
* We need to challenge thinking up the chain (SLT)
* Take risks
* Could we strive for more consistency across districts
* Want to understand further how Active Together fit from national to local
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| **Table 11** | * Groundwork/interactions with communities/groups/target audiences. Physical 1:1 conversations including ambassadors
* Celebrate what we do well ‘more and better’!
* Focus on specific groups. Identify key groups. Contacts. How to find them. More targeted over universal
* Collaborative working between partners. Find out who is doing something well and work with/alongside them
* We need to find the people who cant find us!
* The ‘workforce’ working better together eg. leisure centre professionals with community volunteers
* Use appropriate ‘role models’ in your workforce to create stronger connections eg. young person – young people
* Improve ‘access’ to provision for target audiences. The right offer, not the right time, not the right place! Youth voice, community voice.
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| **Table 12** | * Be a ‘person’ not a rep for n organisation when engaging with community organisations
* Don’t just let the data/insight direct our work. Follow up with engagement with community organisations
* Equipment our volunteers/community organisations better to deliver eg training and support
* Opportunity to take activity to faith settings
* Approach and engage with community leaders
* Make sessions more accessible to community groups
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**Big Conversation 2**

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

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| **Table 1** | * Use simple terminology. We need to communicate with those who aren’t informed.
* Not be afraid of failure, listen to our participants and communities.
* Learn from mistakes and take risks.
* Diversify offer and listen to participants.
* Take leisure activity into the community.
* Ask for more regarding grants at the start to ensure “hidden value” is covered.
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| **Table 2** | * Deliver training in a different
* How to get a more diverse workforce
* Making people more welcome in centre
* How we gather CYP data – codesign element
* Be more specific about who we are targeting, stop using umbrella terms
* Celebrate our impact
* How can we help you better
* Braver with messaging
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| **Table 3** | * Utilise volunteers – that are invested in the programme from the communities, are empowered to lead – sustainability
* Working with target groups
* Open and honest conversations
* Breaking taboos
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| **Table 4** | * Minority sports group – email
* Funding were these groups ae in the borough
* Finding a way to meet people half way
* To know where EDC are in the borough, are they spread out or grouped?
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| **Table 5** | * Understanding leisure centres more and supporting our leisure centres with a more diverse range of people accessing the centre
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| **Table 6** | * Engage group before physical activity
* Adapt programme based on needs and feedback
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| **Table 7** | * Need to spend more time with community groups to understand their views
* Want to be more pro-active and agile than re-active
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| **Table 8** | * Marcomms – take tweaks re language not their comms ie activity, movement
* Re-framing ‘yes’ ‘and’ instead of ‘but’
* Universities – how they can take this challenge back and work together rather than individually
* Reduce paperwork re insurance – barrier to participation. Consent – more accessible, translate options – otherwise make time for lead person. Policies – review to reduce. Transport. Why these forms are needed/questions
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| **Table 9** | * n/a
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| **Table 10** | * Taking risks
* Failing out loud and sharing to ensure culture change
* Asking for help and understanding local assets
* Mapping strengths and sharing
* Sharing small wins
* More targeted work i.e. EDC Melton
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| **Table 11** | * Get rid of stereotyping
* Increase champions – continue advocating physical activity
* Learn from each other
* Talk to GPs what are they doing and what can they do
* Educate families

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| **Table 12** | * Be a ‘person’ not a rep for an organisation when engaging with community organisations
* Challenge AT and partners to work effectively ie. more engagement with local community organisations
* Connect with CIMSPA on their coach/workforce database. Not just qualifications but area of knowledge/expertise
* Support our local community organisations/volunteers with CPD, training and support to deliver better community focused delivery
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**Big Conversation 2**

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)

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| **Table 1** | * n/a
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| **Table 2** | * **n/a**
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| **Table 3** | * Health & wellbeing centre/hub – social element, open up to instructors, mental support, social prescribers, wider social support
* Outdoor gym in places of high footfall – delivery partner programmes here
* Invest into the pockets of deprivation – to engage more, build more resources/spaces, delivery more programmes
* Benches – enabling people who wouldn’t normally walk to have the confidence to. So they know there are options for them. Also gives people motivation ie. ‘if you’ve walked from x bench to x bench you’ve walked x metres
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| **Table 4** | * Turn it into community grants
* To prolong projects so that when we pull away the communities feel confident enough to continue them
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| **Table 5** | * Face to face presence in communities – engagement in local safe places
* Change mindset to shape what we do
* Place based approach using community groups that are already established
* Social justice match funding with leisure centres
* Re-invent into the spaces
* Co-creation to make money go further, to get everyone involved
* Active Travel
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| **Table 6** | * Focus on mental health agenda
* Pooling budgets to tick multiple agendas eg. focus/policy projects with a physical activity focus
* £10k to support community development
* Secondary schools – LSEG area, transport
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| **Table 7** | * Holding group session at healthcare centres for people with long term health conditions eg. if 20 people are visiting the GP as they have diabetes, to alleviate the pressure/time constraints of GPs hold group sessions in a safe space which participants trust
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| **Table 8** | * Requesting work/delivery from those not professional being aid
* Community champions – direct link – champions to set up their own activity sessions (skills development)
* Young people with learning difficulties ie. autism – train/learn/mentor – neuro diversity as well as be active
* Walking/social groups after education. Care plans 24+ - career pathway opportunities
* Food and activity provisions – HAF but larger scale – bi-weekly participation, parents of children on HAF programme
* Volunteering and supporting physical activity choices – deliverers in communities. Needs to be a paid pathway to encourage young people to be active
* ‘Meet & greet’ programmes – people talk and exercise in a safe place
* Safe spaces for faith groups/in places of worship. Multiple activity sessions taking place in the venue for community members
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| **Table 9** | * n/a
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| **Table 10** | * Community consultation through trusted local community organisation
* Celebration
* Upskilling local community- bottom up approach
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| **Table 11** | * £100k inter-generational family engagement
* Linking with system partners better
* Transport for people who cant get to appointments
* £100k VCS workforce qualification/support
* £100k transport
* £100k leadership
* £100k messaging
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| **Table 12** | * Audit of current provision especially smaller ‘unknown’ community groups/organisations. Working with our target communities
* Grow competency of local trusted organisations
* Transport service to take people from deprived communities to high quality provision
* Boots on the ground! Community connectors
* Great support to LSEG around equipment and other needs
* Kit loan programme
* Deep dive consultation with local community groups/leaders/individuals on what they want/need – true local insight to back up our current ‘data’
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