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Description automatically generatedA red and blue logo

Description automatically generated**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. |
| **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 |
| **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 |
| **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 |
| **Table 5** | * Needs to be action from talking that’s been done. * Be brave and be ok to get wrong * Understand specific communities |
| **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 |
| **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 |
| **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. |
| **Table 9** | * N/A – merged with another table |
| **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 |
| **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. |
| **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 |

**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. |
| **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 |
| **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 |
| **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? |
| **Table 5** | * Understanding leisure centres more and supporting our leisure centres with a more diverse range of people accessing the centre |
| **Table 6** | * Engage group before physical activity * Adapt programme based on needs and feedback |
| **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 |
| **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 |
| **Table 9** | * n/a |
| **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 |
| **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 |
| **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 |

**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 |
| **Table 2** | * **n/a** |
| **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 |
| **Table 4** | * Turn it into community grants * To prolong projects so that when we pull away the communities feel confident enough to continue them |
| **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 |
| **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 |
| **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 |
| **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 |
| **Table 9** | * n/a |
| **Table 10** | * Community consultation through trusted local community organisation * Celebration * Upskilling local community- bottom up approach |
| **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 |
| **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’ |