

Join us on a Physical Activity Journey

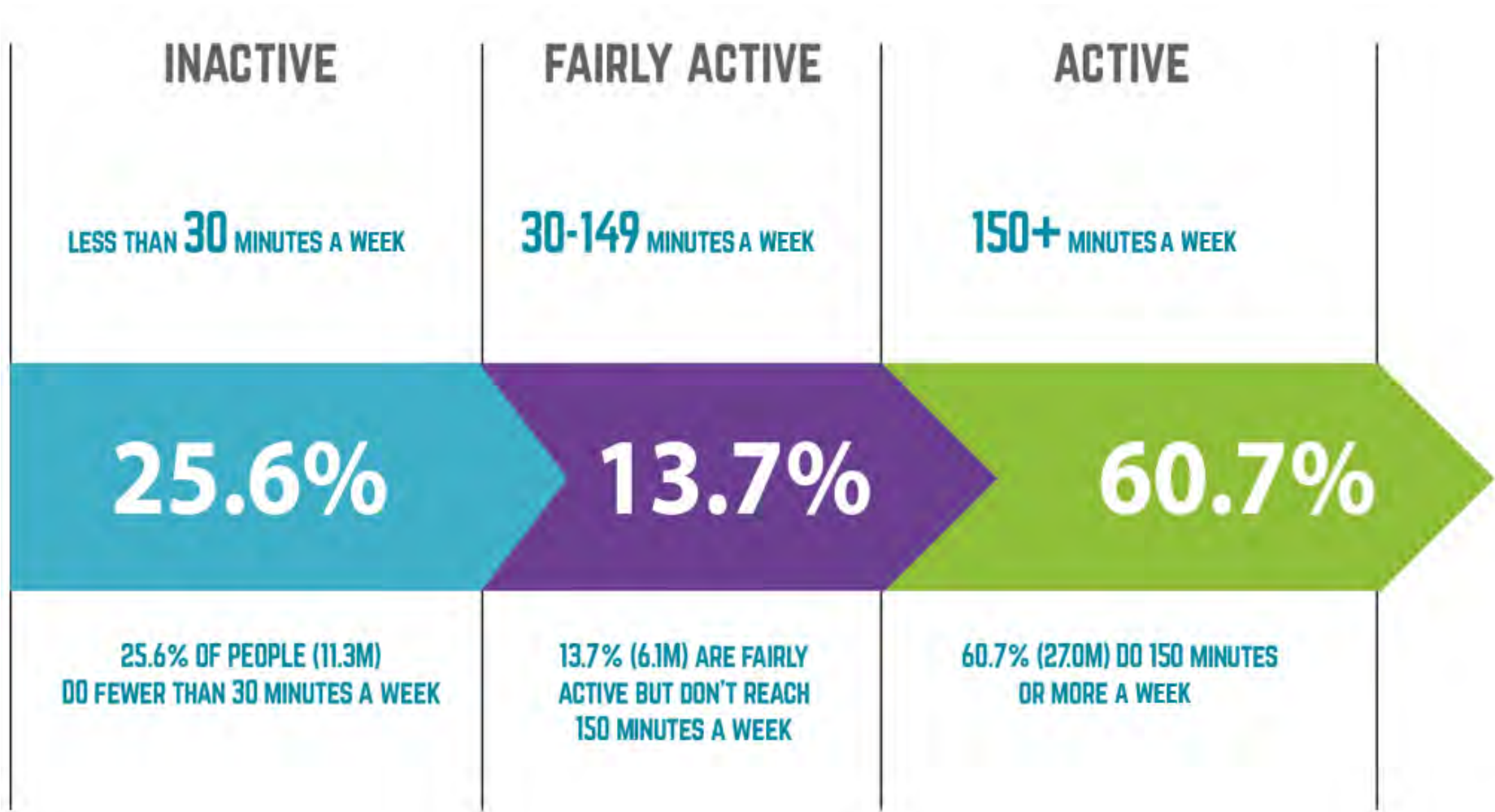


Local Delivery Pilots

**Context, Ambitions and A New
Way of working**

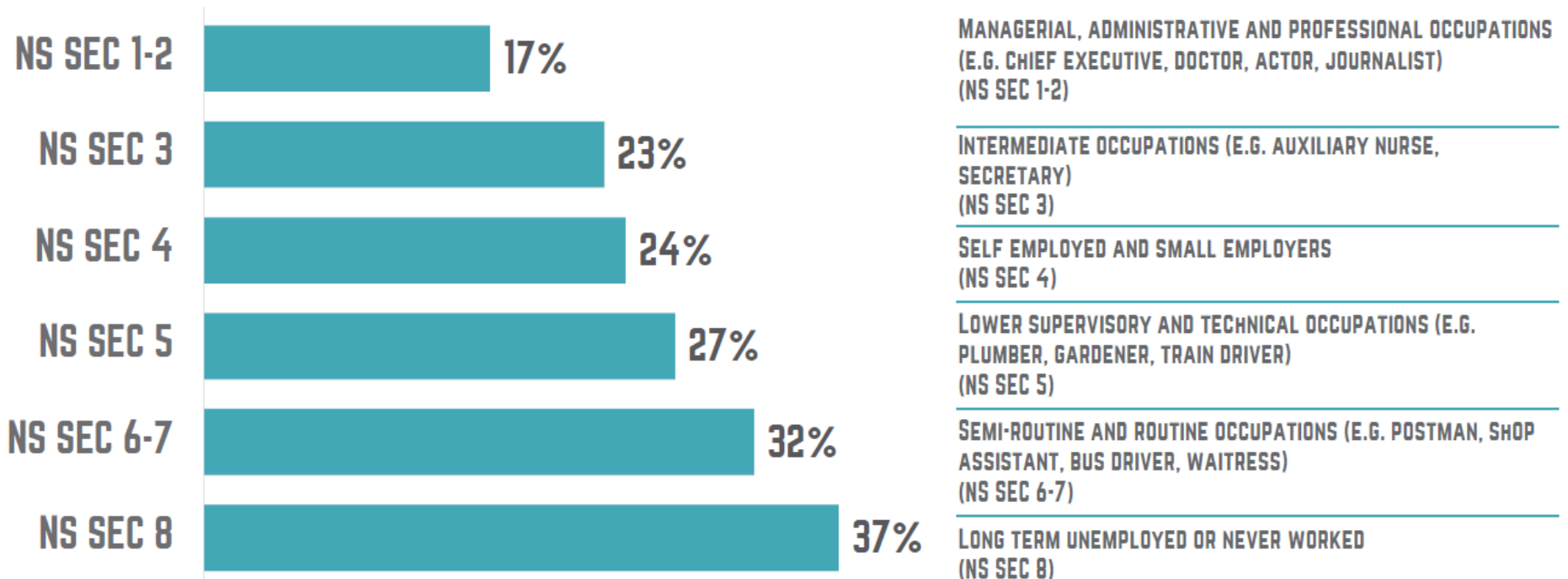
**Ben Williams
Sport England**

WHY? The primary challenge - inactivity

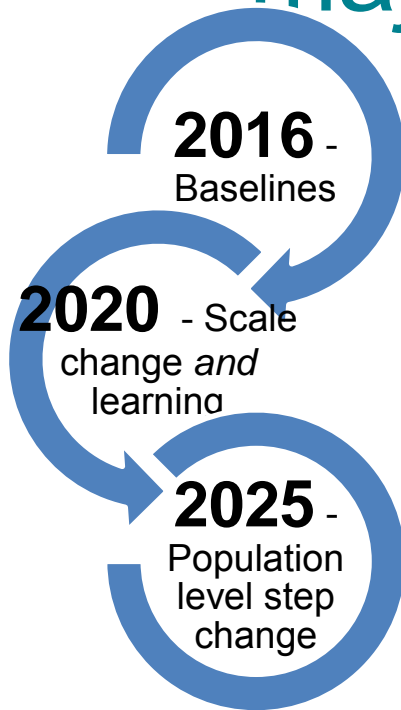


Inequalities that are stubborn

Socio-economics (Inactivity)



2020 targets - staging post for major step change

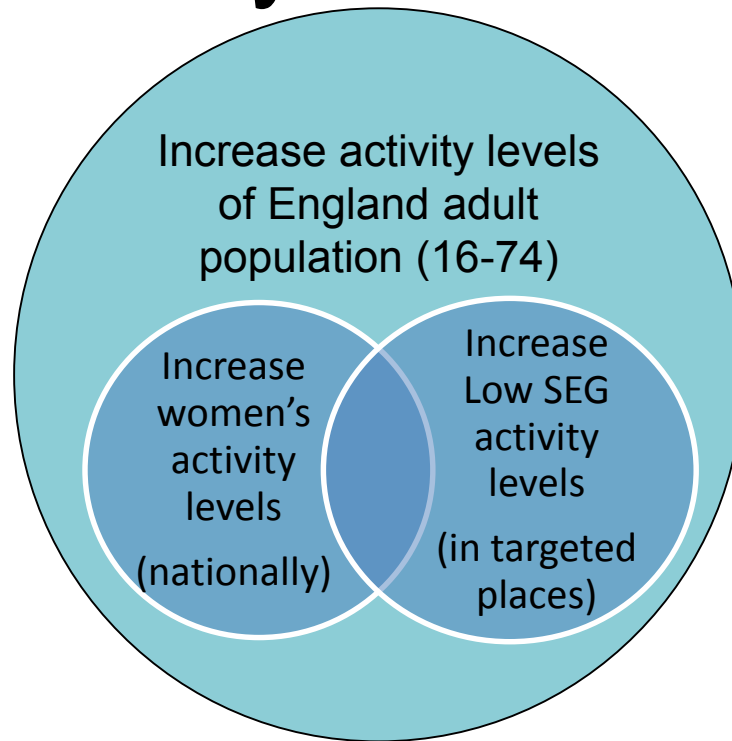


“We believe that it is for Sport England to make an evidence-based assessment of the **exact scale of change they envisage achieving given their interventions...**

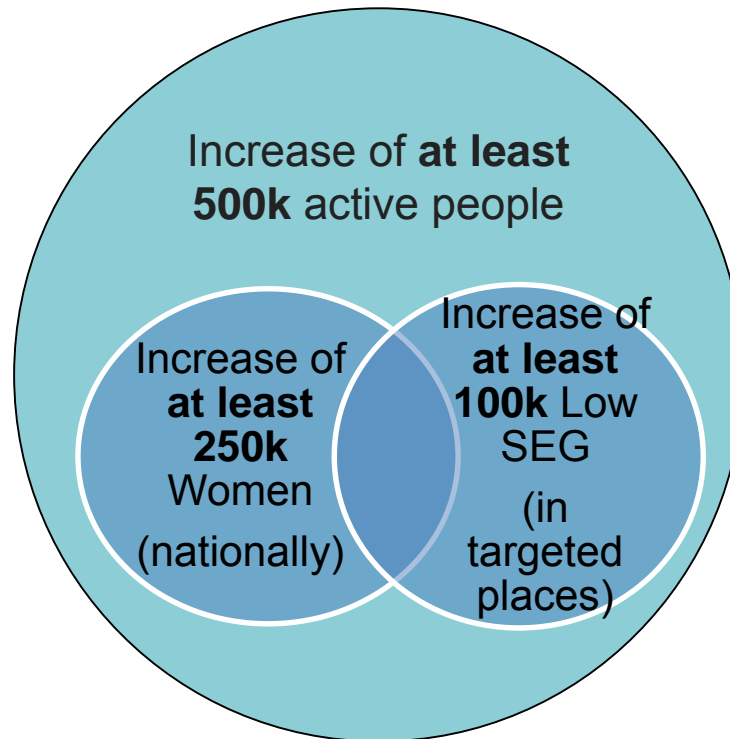
Government is therefore open to Sport England setting targets of a step-change in engagement by 2020 **in those areas of the country or key population groups on which it focuses significant resource.**

This should **pave the way for a major step-change** in engagement across the country by 2025.”

2020 - a set of targets – whole system change



Primary focus on under-rep groups and their outcomes:



The need for change

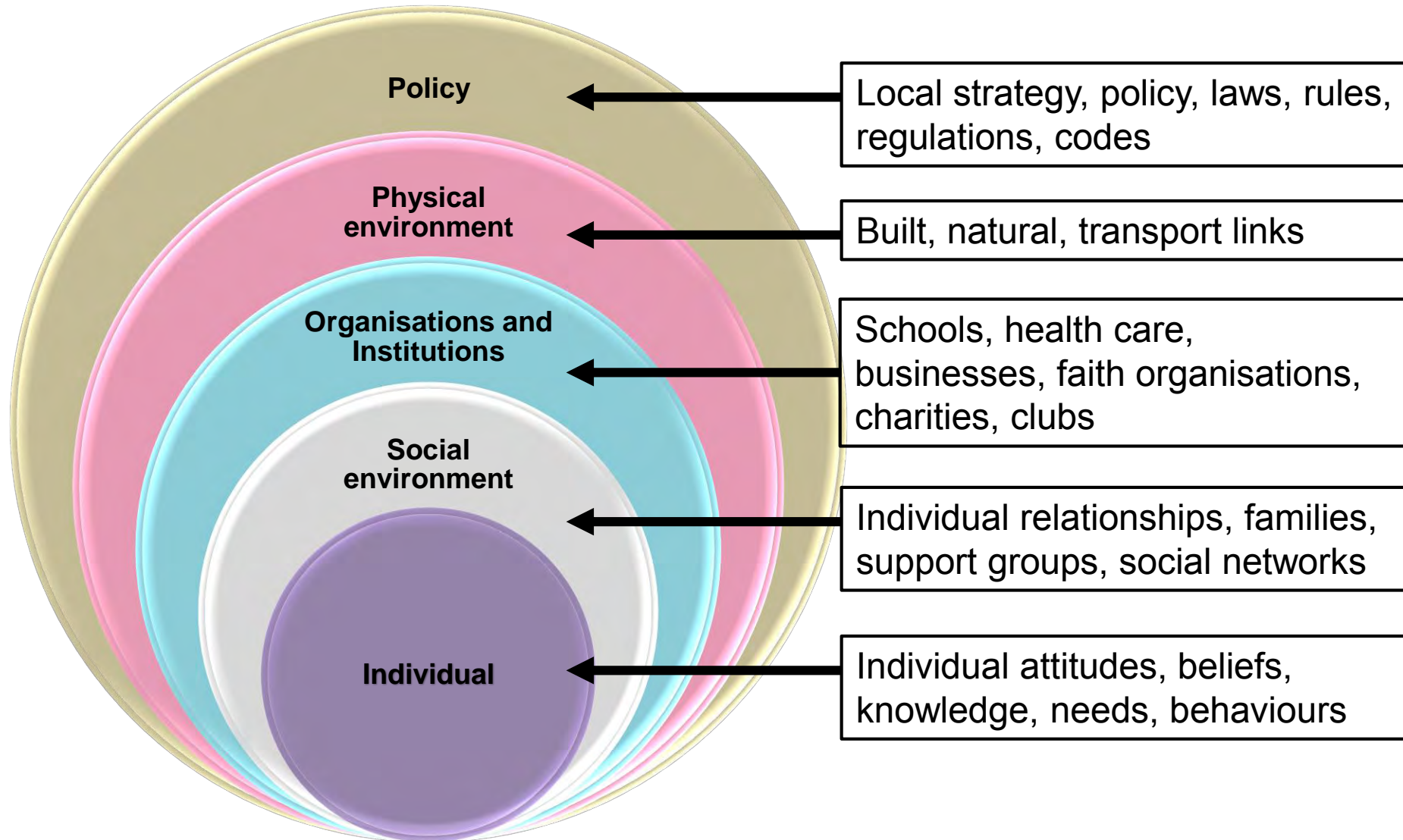
- The complex inactivity challenge - most vivid and best tackled locally - demands new thinking
- The ever tougher local environment of diminishing resources is seeking change
- Testing whether Whole System Change in a place can realise a population level increase in physical activity levels
- Never been done before – it is a BIG CHALLENGE!

Local Delivery Pilots - outcomes

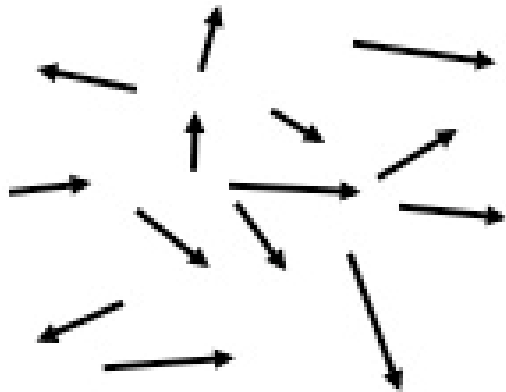
We need to learn how to get:

- **More people living active lives** - *significantly decrease inactivity*
- **Improved inclusivity** - *increase the proportion of under-represented groups*
- **Improved wider outcomes** – *as a result of activity*
- **Transformational change** – *replicated*
- We have chosen to do it by geography - Towards an Active Nation sets this out.
- Local Delivery Pilots are the key plank in our strategy

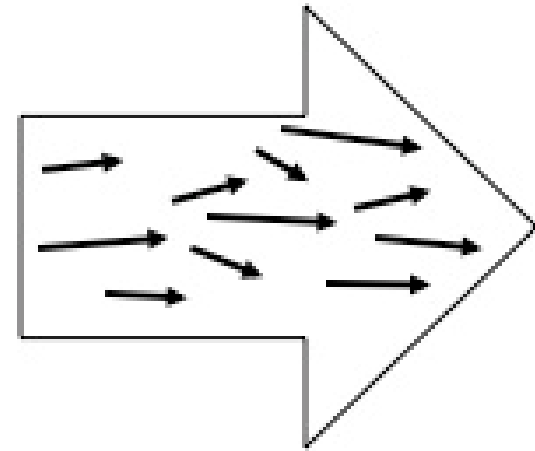
How? - Whole Systems Approach



What is it – getting things to align?



TO



12 Pilot Locations



Why Calderdale?

- Throughout the rigorous assessment process we tested each locality on a number of aspects:
 - Understanding of Place
 - Understanding of People
 - Leadership
 - Outcomes
 - Learning
 - Partners
 - Readiness
 - Commitment
 - Sustainability

Why CALDERDALE?

- Track record of systems thinking and doing things differently, working with IBM and the Design Council on behaviour change challenges
- Leaders focused on a shared vision for Calderdale and strategy development that adopts whole system thinking and change
- Interesting geography and demography – with distinct: places; natural environment; and communities living ‘parallel lives’
- Opportunity to work with other LDPs on the active outdoors
- Appears to be a genuine desire to change, especially around the Health and Social Care system – with the desired audience at the centre of the improvement process
- All partners could articulate the local outcomes – improving the health of local people, by improving access, reducing isolation and building capacity
- Strong emphasis on learning and recognition that learning needs to be widely applicable. Calderdale wants to learn from others
- Partners can articulate their role and contribution. Everyone was clear about the pilot and what it might achieve

Things to Work on...

- Developing the governance and wider engagement – embracing the ‘Unusual Suspects’
- Further defining the desired outcomes and impact
- Further clarification and understanding of audience – need for the community’s voice

Next Steps?

- Initial meetings with all pilot areas have been taking place to plan:
 - Capacity to deliver the LDP
 - Insight (understanding of desired audience)
 - Evaluation (desired outcomes and impacts)
 - Route Map (framework to the approach)
- Development Award – to provide initial capacity

How will this be different?

- Large investment into a small number of defined localities – primarily the inactive
- Taking a whole systems approach - not project led
- Enhanced commitment of resources from Sport England, including corporate expertise
- SE working shoulder to shoulder with the place to solve a common problem – honest, open dialogue
- **However** – Sport England is still ‘open for business’ to support traditional core market provision, through our other funding programmes (e.g. capital investment etc.)

Let's start the conversation

Ben Williams

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Email: ben.williams@[sportengland.org](mailto:ben.williams@sportengland.org)

Our Vision:

Calderdale to be the most active Borough in the North of England by 2024

Our Aims:

- To encourage and make it easier for all residents to be more physically active in any way they choose
- Targeting inactive people and places to increase participation to improve the health of communities
- Use LDP to support the transformation of the health and social care system

Delivered through:

- Active Communities
- Active Places and Environments
- Active Workplaces
- Active People inc. Sport

How:

To encourage and enable collaboration and co-creation of initiatives to empower communities, transformation of our 'activity' system, leadership from 'every seat'

Supported by:

- Digital development, innovation, social marketing, planning and design



OUR PLAN

PHYSICAL ACTIVITY CAN HELP REDUCE:



Dementia by up to **30%**



Hip fractures by up to **68%**



Depression by up to **30%**



All cause mortality by up to **30%**



Cardiovascular disease by up to **35%**



Type 2 diabetes by up to **40%**

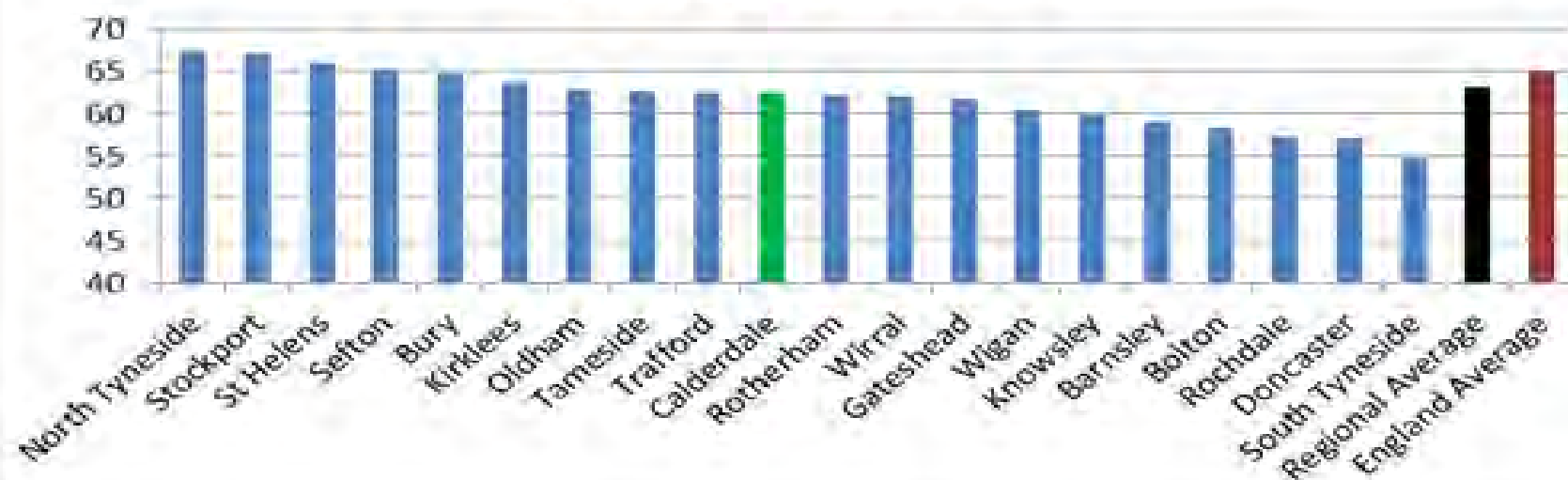


Breast cancer by up to **20%**

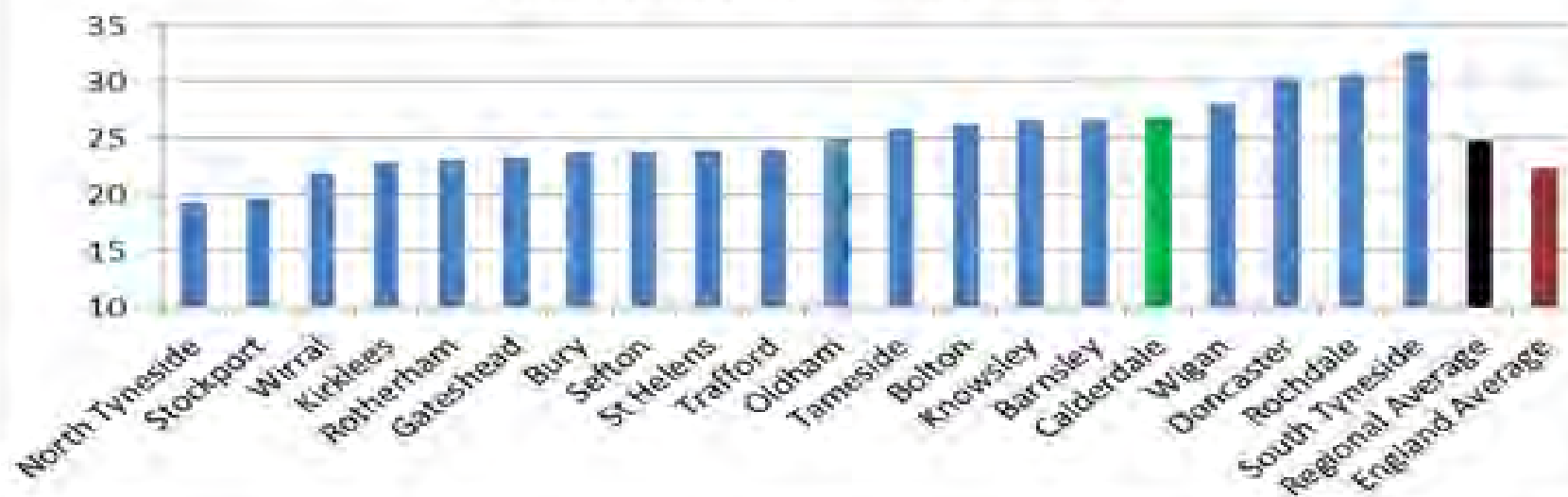


Colon cancer by up to **30%**

**Percentage of physically active and inactive adults - active adults (PHOF)
(2015/16) - current method**



**Percentage of physically active and inactive adults - inactive adults
(PHOF) (2015/16) - current method**



MODES OF DELIVERY



COMMUNITIES

Working with schools, care homes, local shops, youth and voluntary groups to improve the health and well-being of Calderdale.



WORKPLACES

Engaging businesses to improve workplace health showing the effect this has on sickness, production and employee retention.



SPORTS

Supporting, developing and growing sport participation in Calderdale through local clubs and groups.

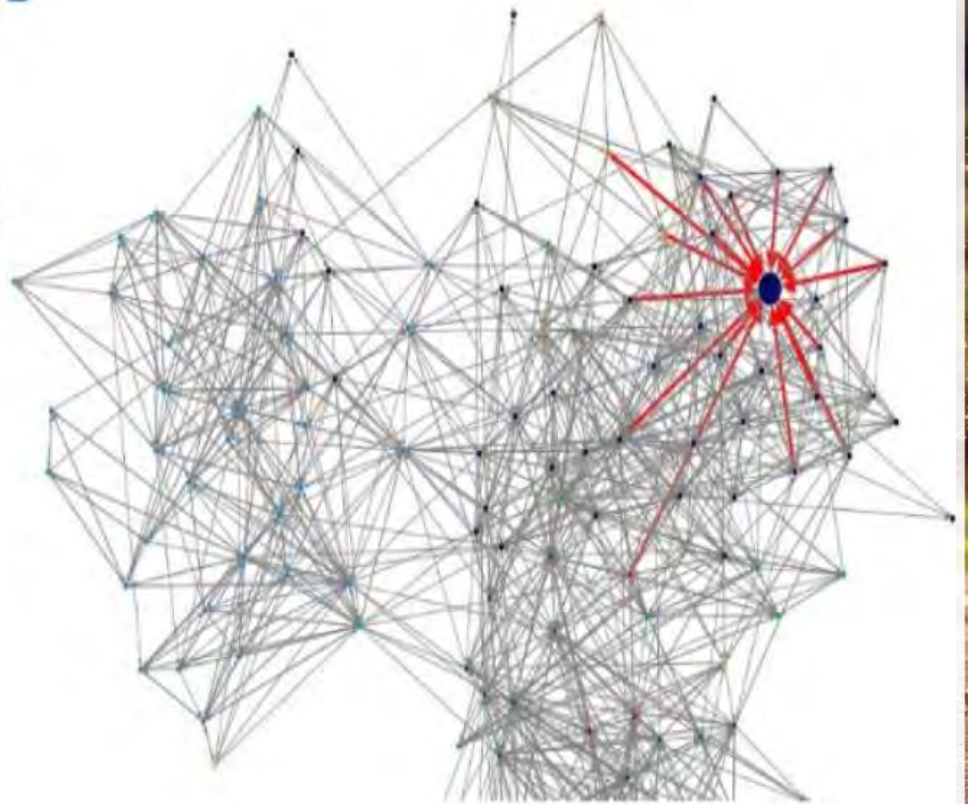


OPEN SPACES

Making all areas of Calderdale as accessible as is possible for all forms of physical activity.

To make change happen,
connect with the 3%

Just 3% of people in
the organisation or
system typically
drive conversations
with 90% of the
other people

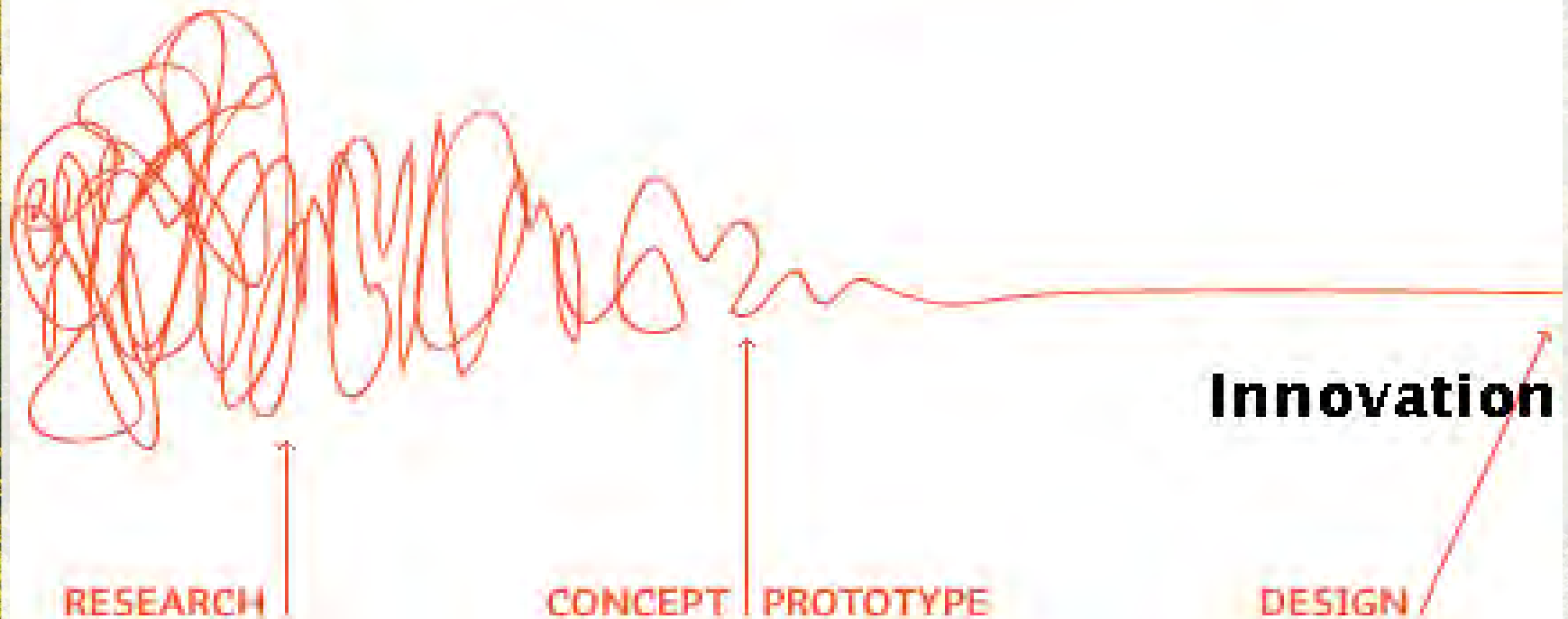


Source: research by Innovisor



UNCERTAINTY / PATTERNS / INSIGHTS

CLARITY / FOCUS



Adapted from Central Office of Design

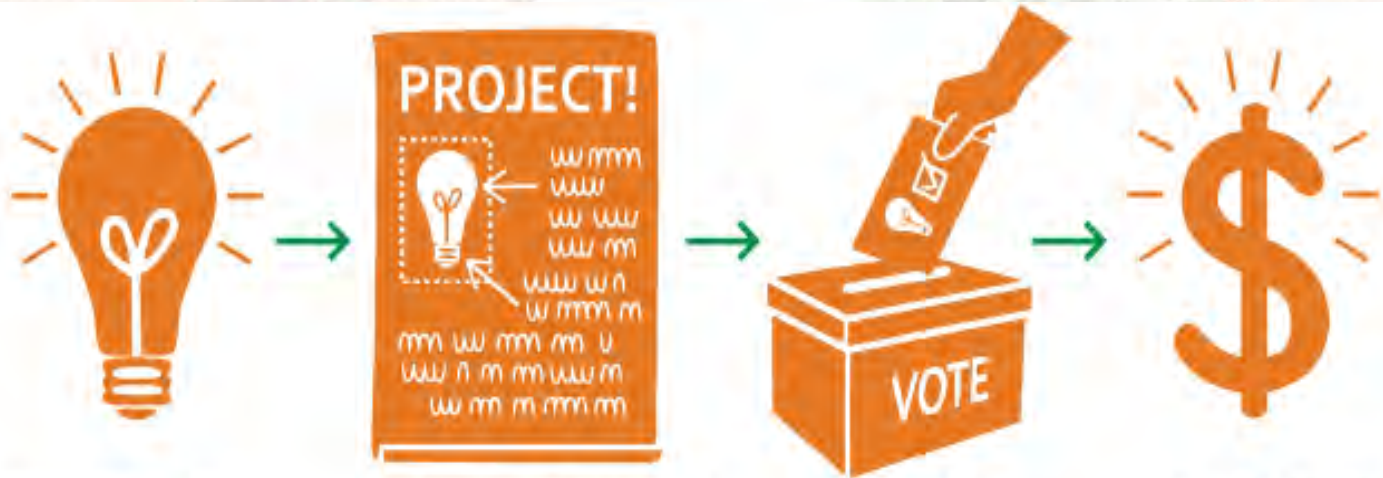


Neighbourhood activity hubs

- To inspire, empower and co-ordinate physical activity work within neighbourhoods
- Different venues – go with passion , energy and existing assets-e.g. fire station bike library, community centre – staying well , schools, cricket club
- Identify and work with the 3% ! People who make change happen in their area
- Bring design thinking together along with participatory budgeting – micro commissioning



Participatory budgeting – involving, co producing , engaging and sustaining the work



Brainstorm Ideas

Community members identify spending ideas in meetings and online, then select budget delegates to represent their neighborhoods

Develop Proposals

With help from experts, the delegates transform the initial ideas into concrete project proposals

Vote

Community members vote on which projects to fund

Fund Winning Projects

The city implements the top projects



Building agency for large scale change

We do not become transformed alone, we
become transformed when we're in relationship
with others

Hahrie Han

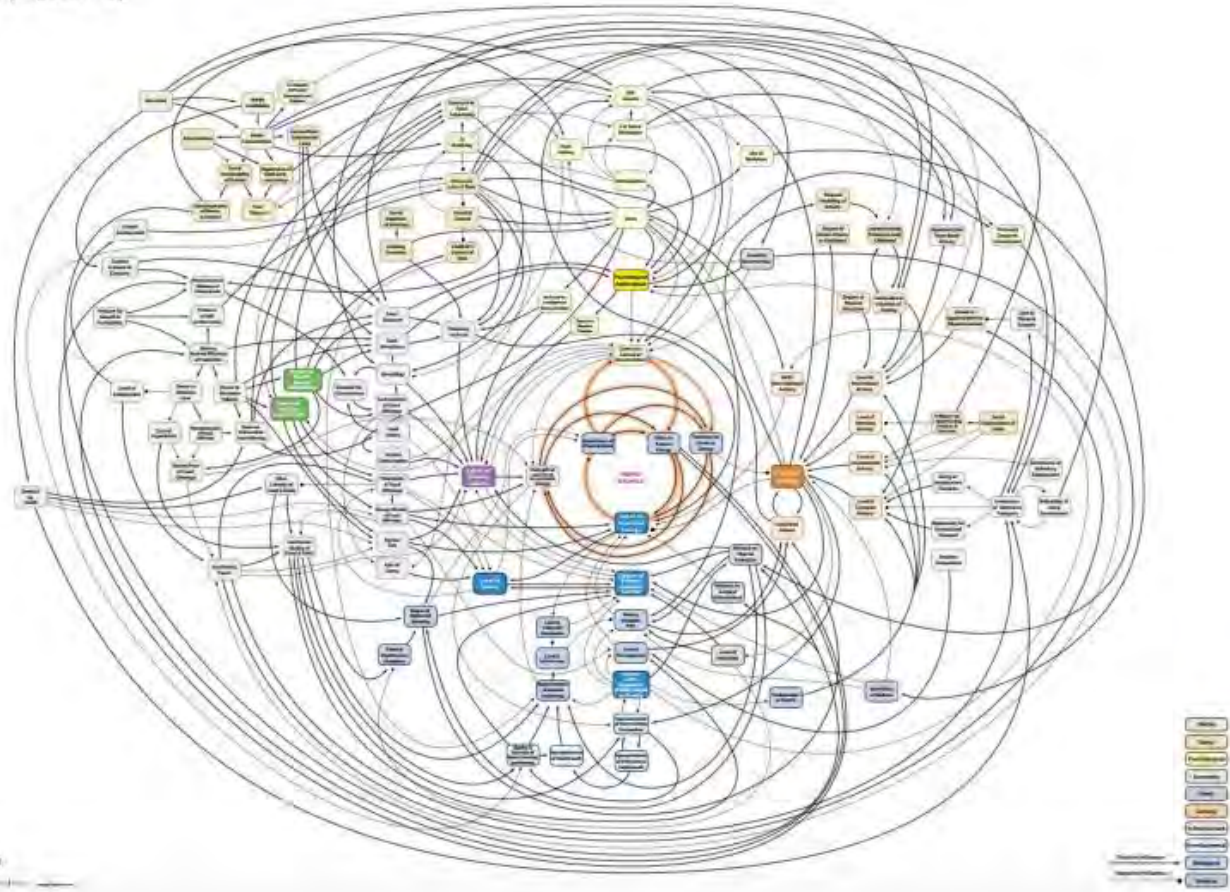


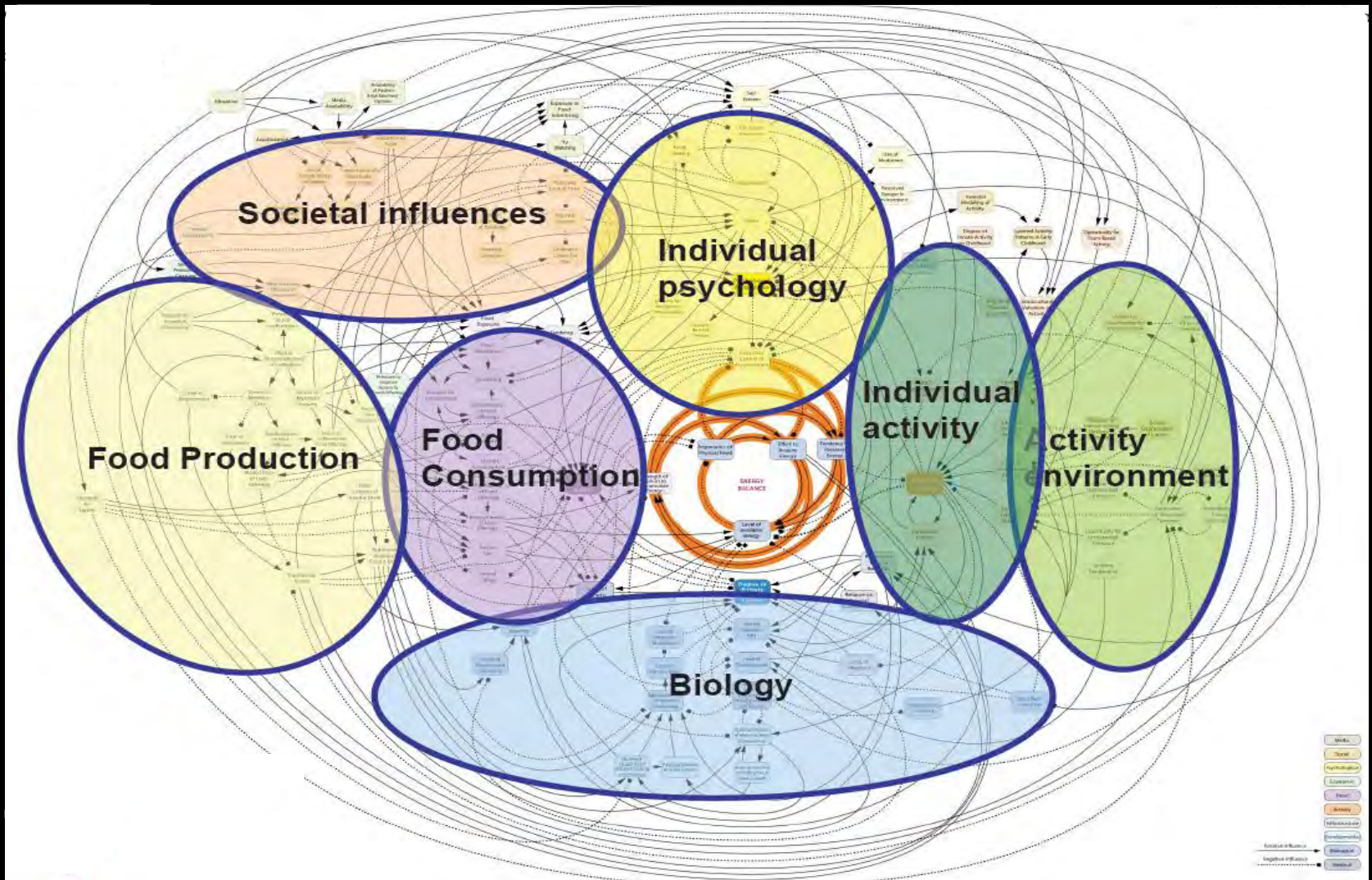
A case for PA



Prof. Jim McKenna
Leeds Beckett University

Obesity System Map





5

6

7

5 words

Special responses *and* universal needs

6 words

When the 'adults' change everything
changes

7 words

How well do you promote physical activity?

Build 'universal bulldozers' for PA!





5 words

Special responses *and* universal needs



HOW TO BUILD A

Human embryo and fetus development from fertilization to birth

Eleanor Lutz 2014 • Tabletop/Whale



- A. Fertilized egg
- B. 2-cell stage
- C. 4-cell stage
- D. 8-cell stage
- E. Compacted 8-cell
- F. Morula
- G. Blastocyst
- H. ICM growth
- I. Bilaminar
- J. Amniot
- K. Implan
- L. Extrae
- M. Izoon
- N. Hygob
- O. Mesod
- P. Ectode



Detailed descriptions below
Number of weeks since the last menstrual cycle

Ectoderm	Mesoderm
Endoderm	Epithelial

- G1. Second trimester
- H1. Taste pores develop
- I1. Fetus weighs about 360g
- J1. Vernix caseosa covers skin
- K1. Lamugo replaced by vellus
- L1. HPA axis established
- M1. Fetus weighs about 500g
- N1. >50% survival if born

Born stupid

Controls its own development

Responds to personal history

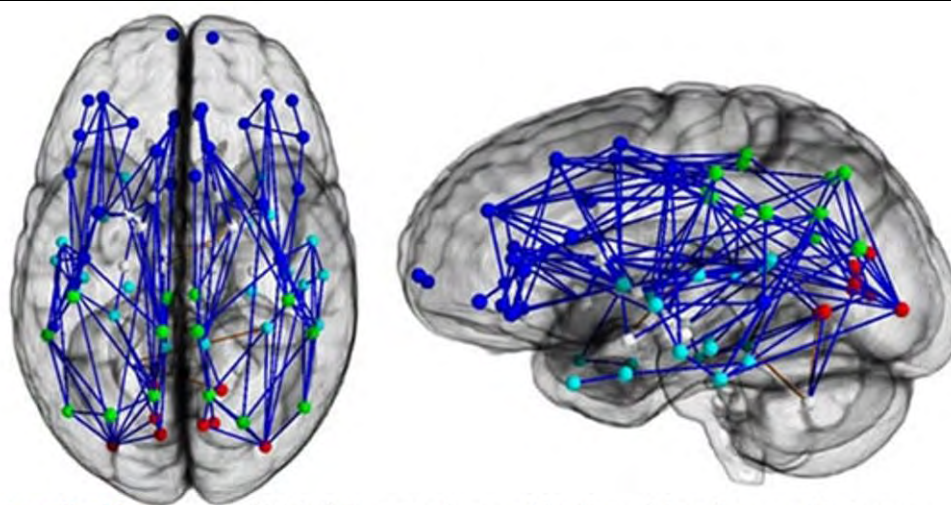
"Students who are
loved at **home**,
come to school to
learn, and students
who aren't, come to
school to be **loved**."

~Nicholas A. Ferroni

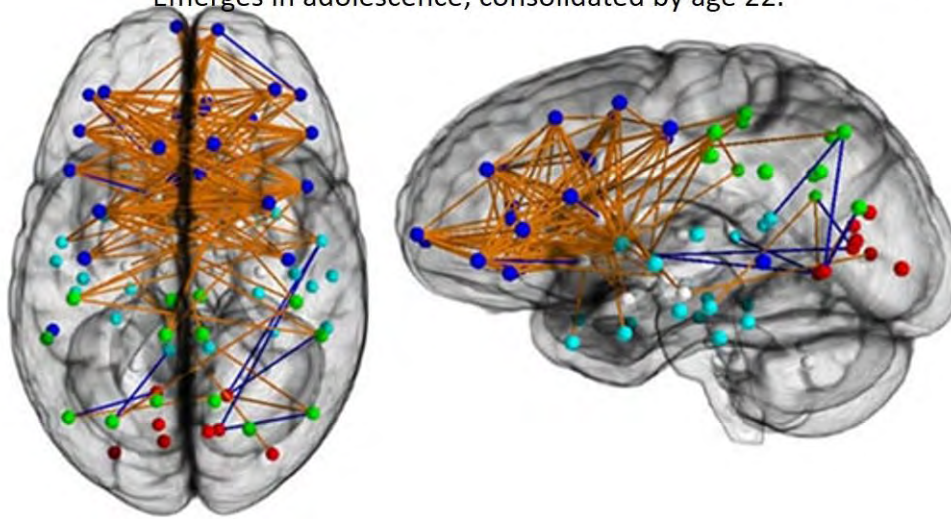


When I was six years old, I had to start wearing
eyeglasses. The words I heard then can still haunt
me today. Words like:





[Ingalhalikar](#) et al., (2013) Proceedings of National Academy of Sciences
Emerges in adolescence; consolidated by age 22.





2018 Physical Activity
Guidelines Advisory
Committee
Scientific Report

To the Secretary of Health and Human
Services

MAJOR FINDINGS

Physically active individuals sleep better, feel better, and function better. The 2018 Scientific Report demonstrates that, in addition to disease prevention benefits, regular physical activity provides a variety of benefits that help individuals sleep better, feel better, and perform daily tasks more easily.

- Strong evidence demonstrates that moderate-to-vigorous physical activity improves the quality of sleep. It does so by reducing the length of time it takes to go to sleep and reducing the time one is awake after going to sleep and before arising in the morning. It also can increase the time in deep sleep and reduce daytime sleepiness.
- Single episodes of physical activity promote acute improvements in executive function for a period of time. Executive function includes the processes of the brain that help organize daily activities and plan for the future. Tasks such as one's ability to plan and organize, self-monitor and inhibit or facilitate behaviors, initiate tasks, and control emotions all are part of executive function. Physical activity also improves other components of cognition, including memory, processing speed, attention, and academic performance.
- Regular physical activity not only reduces the risk of clinical depression but reduces depressive symptoms among people both with and without clinical depression. Physical activity can reduce the severity of those symptoms whether one has only a few or many.
- Regular physical activity reduces symptoms of anxiety, including both chronic levels of anxiety as well as the acute feelings of anxiety felt by many individuals from time to time.
- Strong evidence also demonstrates that perceived quality of life is improved by regular physical activity.
- Physical activity improves physical function among individuals of all ages, enabling them to conduct their daily lives with energy and without undue fatigue. This is true for older adults, for whom improved physical function not only reduces risk of falls and fall-related injuries but contributes to their ability to maintain independence. It is also true for young and middle-aged adults, as improved physical function is manifested in the ability to more easily accomplish the tasks of daily living, such as climbing stairs or carrying groceries.

Some benefits happen immediately. A single bout of moderate-to-vigorous physical activity will reduce blood pressure, improve insulin sensitivity, improve sleep, reduce anxiety symptoms, and improve cognition on the day that it is performed. Most of these improvements become even larger with the

Sleep better, feel better and live better

Quality of sleep

Acute effects on executive function

Reduces risk and symptoms of depression

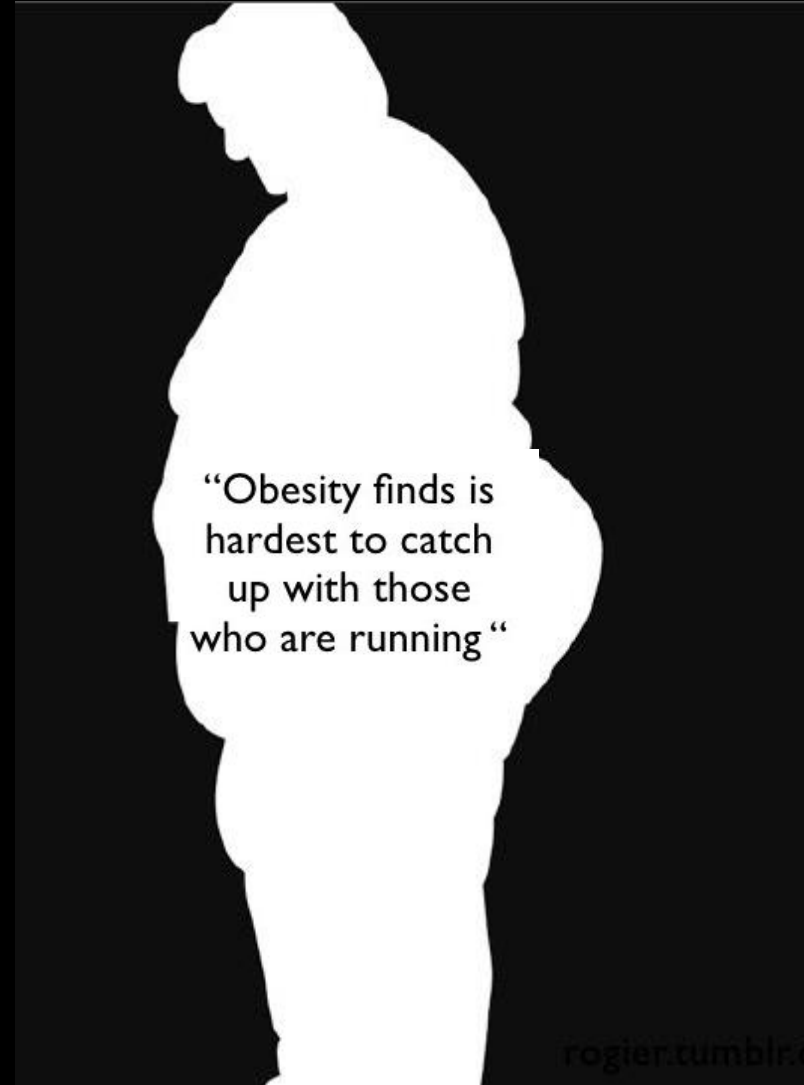
Reduces risk and symptoms of anxiety

Reduces falls and associated injuries

Strong evidence

Higher PA reduces accumulating
adiposity
in 3-17 year-olds

Improves bone health
in 3-5 year-olds



6 words

When the 'adults' change everything
changes

**WHEN THE
ADULTS
CHANGE
EVERYTHING
CHANGES**

PAUL DIX

SEISMIC SHIFTS IN SCHOOL BEHAVIOUR

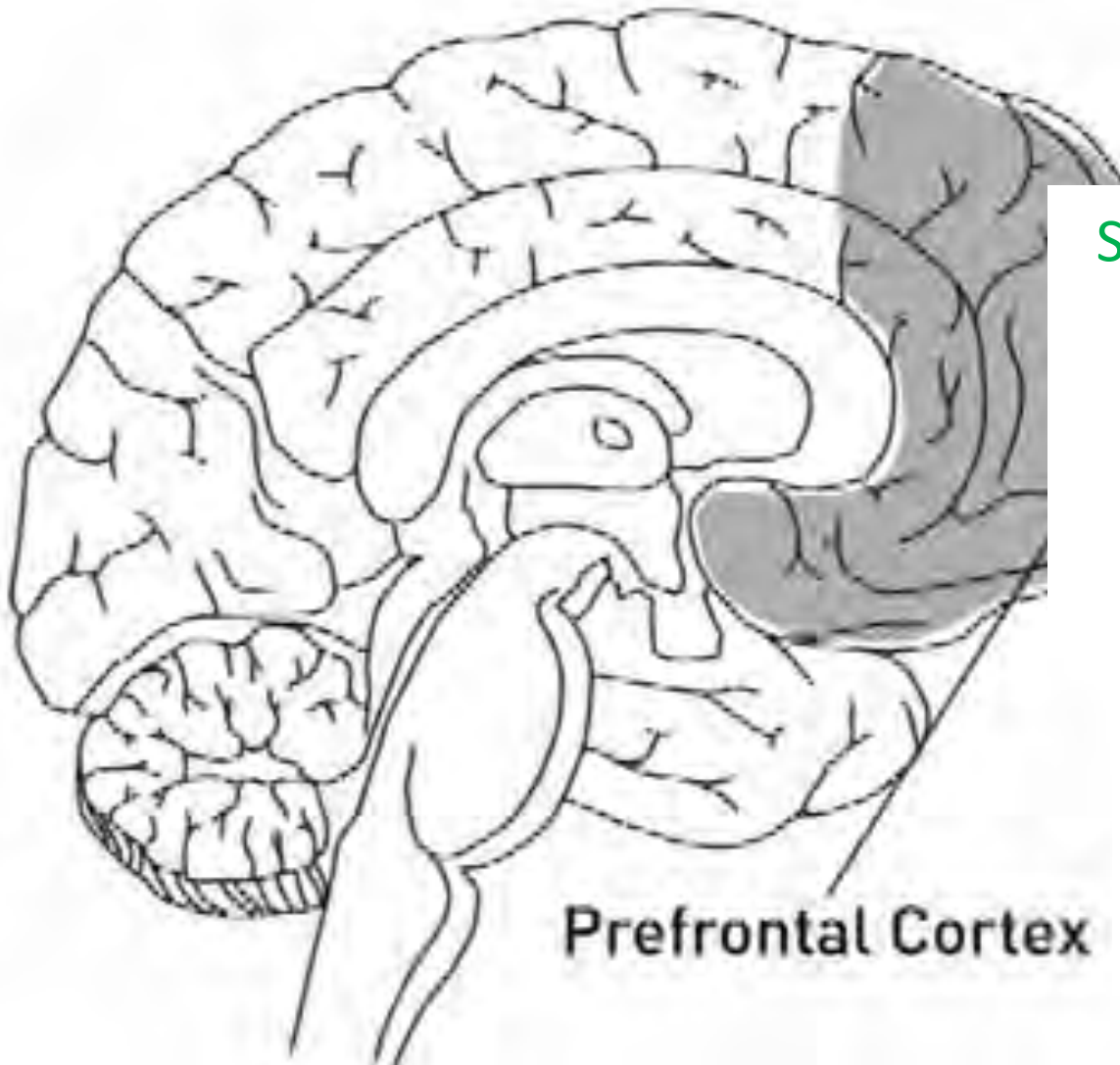
A photograph of the Earth from space, showing the curvature of the planet and a bright light source (likely the sun) creating a lens flare effect. The Earth's surface is visible with blue oceans and white clouds. A green rectangular box is overlaid on the image, containing the text "Human brain" and "A high resistance system".

Human brain
A high resistance system

A photograph of the Earth from space, showing the curvature of the planet and a bright light source (likely the sun) creating a lens flare effect. The Earth's surface is visible with blue oceans and green landmasses.

Human-centred design

Build behaviour



Prefrontal Cortex

Understand

Self management

Fear reduction
Insight and vision
Intuition
Morality
Response flexibility
Social responsiveness

*'...EF is the first to suffer
when people
are stressed, sad,
lonely or physically
unfit.'*





**TRACK CHAIN,
PADS & MOUNTING
HARDWARE**

**SPROCKETS &
MOUNTING
HARDWARE**

**LIFETIME
LUBRICATED
IDLERS**

**IDLER & ROLLER
MOUNTING CAPS &
HARDWARE**

**SUSPENSION &
BOGIE COMPONENTS**

**LIFETIME
LUBRICATED
BOTTOM & TOP
ROLLERS**

Why so many children's sports coaches are unqualified and underpaid

February 26, 2018 10 25am GMT



©Heidi Thomas

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Disclosure statement

AJ Rankin-Wright is a team member of the Leeds Beckett-led iCoachKids project, co-funded by the Erasmus+ programme of the European Union.

Sergio Lara-Bercial is Principal Investigator of the Leeds Beckett-led iCoachKids project, co-funded by the Erasmus+ programme of the European Union. He is also Manager for Strategy and Development for the International Council for Coaching Excellence, a not-for-profit organisation leading and supporting the development of coaching globally.

Partners



Research finds whistle being blown on secondary PE

Time on the curriculum for Physical Education is being squeezed, new research from the Youth Sport Trust shows

Published:

Friday, February 16, 2018



The alarming findings from research carried out by the Youth Sport Trust (YST) suggests that 38% of English [secondary schools](#) have cut timetabled Physical Education for 14-16-year-olds since 2012 while almost one in four (24%) have done so in the last academic year.

PE PROVISION IN SECONDARY
SCHOOLS 2018 - SURVEY
RESEARCH REPORT



YOUTH
SPORT
TRUST

2018 CONFERENCE

SUPPORTED BY



MORE
INFO



Chris Wright likes this



Lack of physical activity among girls leading to poor mental health an...

uk.news.yahoo.com

22 Likes · 3 Comments



Like



Comment



Share



Schools' modelling?



NHS modelling?



7 words

How well do you promote physical activity?



DH17



DH17F



DH17L



SD08-3



SD10YE



SD10YS



SD13S



SD13U



SD13YE



SD16



SD16YE



SD16C



SD16F



SD16S



SD16Plus



SD16F



SD16S



SD16TF



SD16TL



SD22



SD22C



SD22D



SD22F



SD22Plus



SD22R



SD22S



SD22W



SD23



SD32



SD32D



SD32Plus



SD32W



SD42-3



SD52-5



SD90-5



DE17R

gtbulldozer.en.alibaba.com



Psychological safety

Belonging

Physical safety

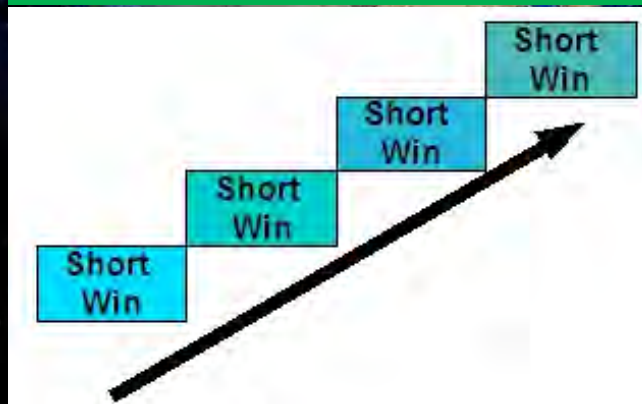
Fun/challenge and play

Personal growth


Belonging

Competence

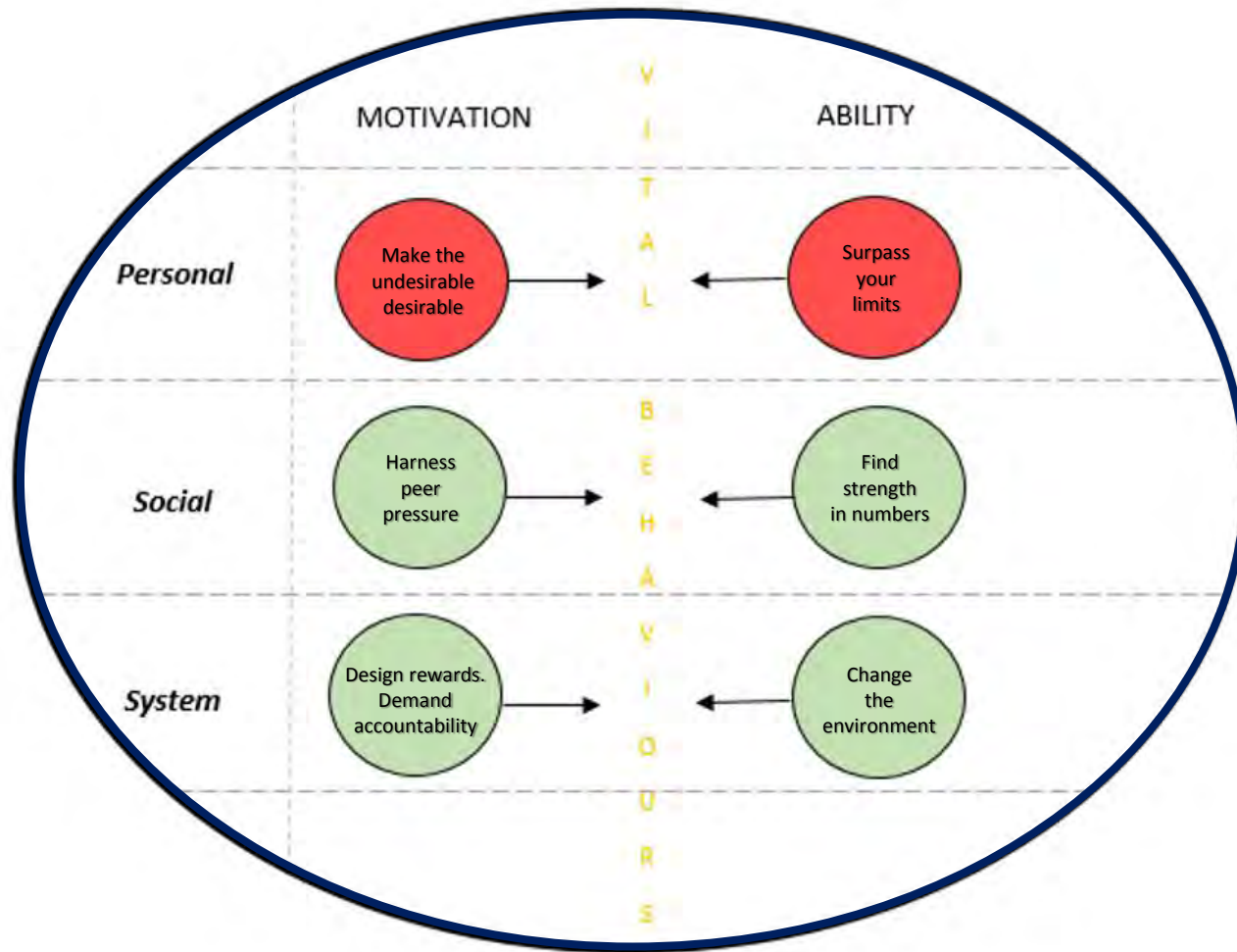
Long 'short game'; reward



	Cluster 1 <i><u>Traditional Market</u></i> (n=157, 27.7%)	Cluster 2 <i><u>Sporadically Engaging</u></i> <i><u>Socialisers</u></i> (n=190, 33.5%)	Cluster 3 <i><u>Disconnected</u></i> (n=220, 38.8%)
<i>Social Network Around Football</i>	Have a football social network	Have a football social network	No social network around football
<i>Play Football Outside School</i>	Play at least once a week	Play at least once a month	Don't play football outside school
<i>Total Motivation Score</i>	27.10 ± 3.085	20.49 ± 5.708	14.33 ± 5.697
<i>Total Ability Score</i>	26.89 ± 3.402	21.44 ± 4.900	16.13 ± 5.351
<i>Play Football at School</i>	Play at least once a week	Don't play football at school	Don't play football at school



Lost energy/Friction
+
Personal progress

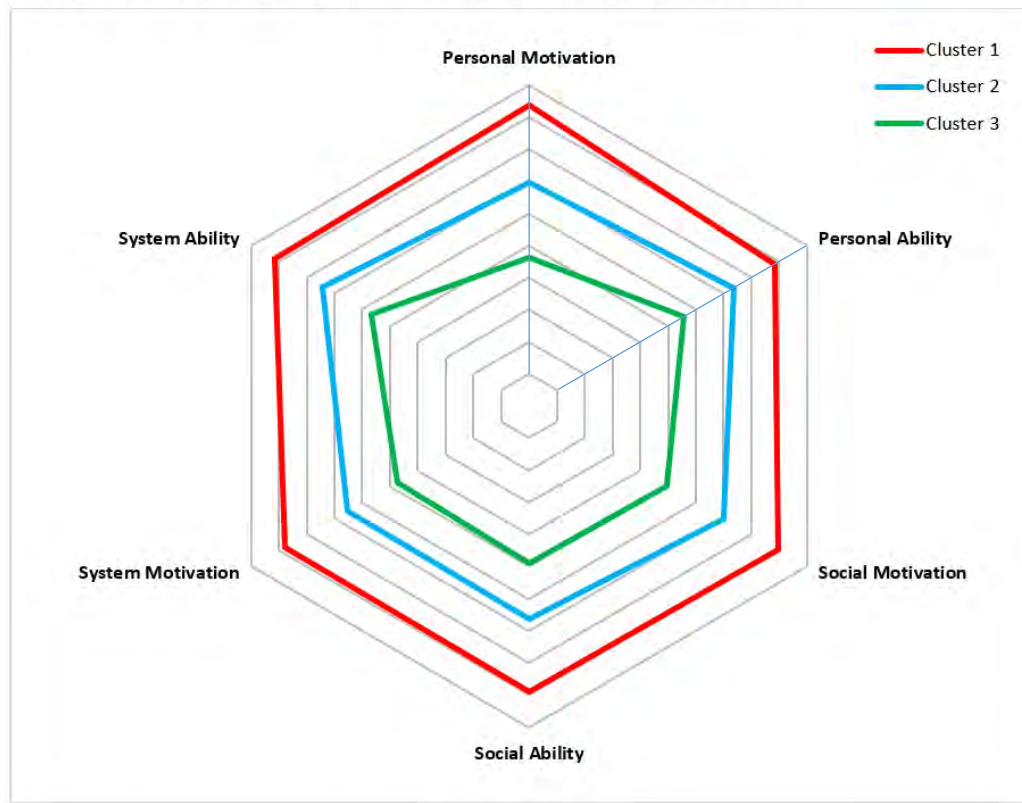


Cluster 1
Traditional Market

Cluster 2
Sporadically Engaging
Socialisers

Cluster 3
Disconnected

Figure 1: Cluster radar plot for the sources of influencer questionnaire



**Social Network
Around Football**

**Play Football
Outside School**

**Total Motivation
Score**

**Total Ability
Score**

**Play Football at
School**

(n=220, 38.8%)

**social network
around football**

**don't play football
outside school**

**14.33
± 5.697**

**16.13
± 5.351**

**don't play football
at school**



Special
responses *and*
universal needs



When the
'adults' change
everything
changes



How well do
you promote
physical
activity?

