

REPORT FROM: CHIEF EXECUTIVE

TO: POLICY AND RESOURCES COMMITTEE

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TOGETHER AN ACTIVE PENDLE- PROGRESS UPDATE REPORT

PURPOSE OF REPORT

To outline progress of the pathfinder phase of the Together an Active Pendle programme and inform Members of the plans for the Accelerator phase (2022-25).

RECOMMENDATIONS

- (1) That Members note the report and progress made on the Pathfinder phase.
- (2) That Members note the approach for the Accelerator phase.

REASONS FOR RECOMMENDATIONS

To ensure delivery of the Sport England Local Delivery pilot.

ISSUE

Background

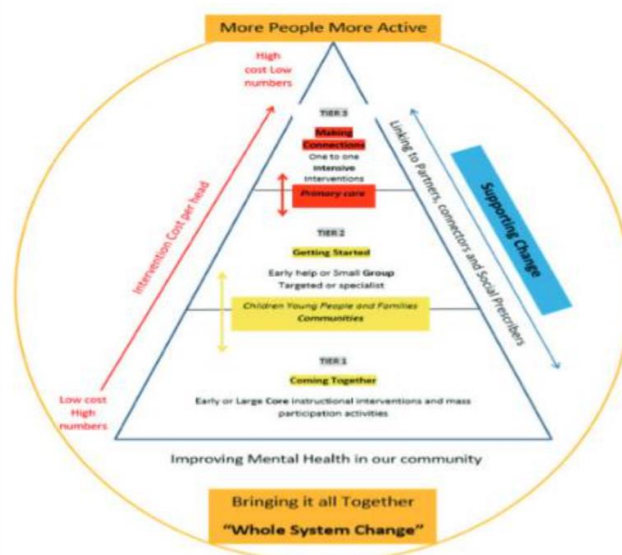
1. Members may recall that Pennine Lancashire was selected as one of 12 Sport England Local Delivery Pilots to help tackle the physical inactivity trends apparent across the 6 PL authorities. It provides an opportunity to work collaboratively on innovative approaches and drive whole system change through what has been titled 'Together an Active Future' (TAAF).
2. Together an Active Future aims to tackle physical inactivity and poor mental wellbeing and is based on a Life-course Transition Model which recognises that key life events including educational transitions, adverse childhood experiences, bereavement and loss, relationships changes, ill-health, employment change and retirement, can all impact on individuals' capacity to be physically active and on mental wellbeing.

3. It focuses on those people who currently do little or no physical activity and have poor mental wellbeing to try to understand the barriers and motivations which drive their current ways of being.
4. Members may recall that the two priority themes for Pendle's programme, Together an Active Pendle Together, are:
 - **Seat to feet** - those living with or at risk of long term health conditions in 2 Pendle PCN areas, Pendle East and Pendle West
 - **Feet to street** - families in a neighbourhood setting with a particular focus on those living in the Wards of Bradley, Whitefield, Walverden and Brierfield.
5. TaAP is delivered by Pendle Leisure Trust, with Pendle Council the accountable funding body. The Pathfinder phase, of which Pendle's allocation was £360,000 over 3 years, is now complete and we are applying its learning as we transition to the Accelerator phase (2022- 2025). The grant allocation for the Accelerator phase is also £360,000 (See Appendix 1 for budget costings).
6. This report provides a summary of the Pathfinder phase, given that this is now completed and builds on the last P&RC update received in Oct 2021. It also outlines plans for the Accelerator phase.

Summary of progress to date- Pathfinder (2019- 2022)

Pathfinder approach

7. As outlined in our original pathfinder, we knew we had to change our culture, approach and processes to achieve the TaAF ambition. Thus the Pathfinder phase adopted the following framework:
 - **Making Connections** – We know we are not always best placed to do a thing. We know building relationships is hard and maintaining them can be even harder. We needed to meet people in their place, on their grounds and on their terms. However, in order to do this we need to start where there was already momentum. Whilst we already had a start point of partners who wanted to support TaAP, the TaAP Task Group were keen to understand those who were not currently engaged with TaAP and begin making connections.
 - **Getting Started** – Understanding what motivates and what barriers different cohorts of people face to get started on their physical activity journey. We are moving along
 - **Coming Together** – Understanding the effectiveness of large group activities and events calendar in the local communities and area, bringing communities together.
 - **Supporting Change** – In line with the TaAF ethos, supporting a culture of change and developing sustainability. This is about working across all levels, looking at systems and influencing policy, decision making and service delivery and opportunities for change at grassroots level too to test assumptions and shape the evolving model.



8. The Pathfinder phase focused on research and community engagement on the priority themes to really understand barriers, experiences and behavior change motivators for particular communities. This combined both community engagement, surveys and desktop analysis of health and wellbeing data.
9. We utilised the arts sector to deliver creative engagement on physical activity, a new approach which proved effective in its outreach. Through this approach we had over 40% of people completing the survey identify as Asian or Asian British. By comparison, just 3% of the 2018 Life in Pendle survey sample came from a BAME background. (See Appendix 2 for key findings)
10. With the data and insight collated, work commenced with partners to identify test and learn projects. Given the limitations caused by Covid, the test and learns focused on the Seat to Feet workstream, and looked at ways to engage and mobilise residents at a community level.

Pathfinder Test and Learn projects

Project name	Project	Outcomes	Budget allocation
Good Neighbours, Building Bridges	Dedicated and targeted community engagement to facilitate neighbourhood friendships and increase social, community led activity	Increased involvement from hard-to-reach communities in physical activity	£10,000
Good Life	Dedicated sessions to bring together children and young people from across the ward of Bradley to engage with greenspaces and nature. Using greenspaces, allotments, nature and space in the heart of the community, the project incorporated physical activity in its delivery.	Increased involvement of children and young people in accessing greenspace and physical activity opportunities	£6,000

11. It should be noted that, as with all the Sport England Delivery Pilots, Covid significantly impacted on delivery of TaAP. Our leisure centres were closed and PLT staff furloughed throughout much of lockdown period, reducing capacity for engagement and delivery. This resulted in a delay in the test and learn projects and generated an underspend for the Pathfinder phase. This underspend will now be carried forward into the Accelerator phase.

Pathfinder spend

12. Total Pathfinder spend for Pendle was £248,175. The £112, 528 underspend (which is to be drawn down from BwD) will now be carried forward into the Accelerator phase. The Accelerator budget is £360,831 plus the underspend, providing a total of £473,359 for 2022- 25. All the £473,359 budget will be fully utilised throughout the Accelerator phase, supporting delivery of the two workstreams outlined in para 15, and as per the predicted spend outlined in Appendix 1.

Accelerator approach (2022-25)

13. Following on from Pathfinder, we will incorporate learning into developing interventions, focusing on supporting those living with or at risk of long-term health conditions in the 2 Pendle Primary Care Network (PCN) areas and families through a place-based approach.

14. The proposed approach for delivering the Accelerator phase is:

- **Planting the seeds** – off the back of *Making Connections* we now know the assets, people and resources that are better placed than ourselves to make change. Through this we will bring those trusted partners who share our vision, approach and ethos for wanting support their communities/patients to make meaningful change in their levels of physical activity.
- **Designing** – Now that we have found the right seeds, soil and gardeners we are taking the skills of these people and allowing them to shape Accelerator.
- **Delivering** – This element will focus taking what has been shaped and accelerating these and learning from the process, approach and seeing where this can be shared. In addition, we will be exploring the impact of supporting a culture of change and developing sustainability.
- **Maintaining** – Through this element we will have allowed for not only TaAP approaches to have become embedded in the work streams, but for key partners to be sharing learning amongst peers and sharing success of TaAP.

15. The Accelerator phase will explore Creating an Active Practice and Creating an Active Place:

- **Creating an Active Practice** - Develop a model of how to embed physical activity at the heart of Primary Care and learn how to apply it in other practices.

This will be initially focused on Pendle Medical Partnership with the view to scale this to other Primary Care Network across Pennine Lancashire.

- **Creating an Active Place** - Create the opportunities for people and partners in targeted areas to work together on the things they need that can make a sustainable difference to how active they are.

From the outcomes of the Building Bridges test and learn, the focus will initially be on South East Asian Women in Brierfield and Nelson with a view of identifying other key target areas in Pendle in years 2 and 3, which may be based on geographical areas or key demographic groups (e.g. children or older people).

16. The workplan for the two Accelerator projects can be found in Appendix 3.

IMPLICATIONS

Policy: The Together an Active Future programme supports delivery of our Strategic Objective to help create and sustain resilient communities, supports implementation of the Sport & Leisure Strategy: TaAP also supports delivery of the findings of the Strategic Leisure review.

Financial: TaAP is a Sport England funded programme and does not incur costs to Pendle Council. The £112,000 underspend from the Pathfinder phase, accrued due to Covid, will be carried forward to the Accelerator phase, providing a total budget of £470,000 for the programme (2022-25)

Legal: None arising directly from this report

Risk Management: None arising directly from this report

Health and Safety: None arising directly from this report

Sustainability: None arising directly from this report

Community Safety: None arising directly from this report

Equality and Diversity: None arising directly from this report

APPENDICES

Appendix 1- Budget costs

Appendix 2- Pathfinder Engagement findings

Appendix 3- Accelerator workplans

LIST OF BACKGROUND PAPERS

[Nothing to Something and Something to More](#)

The first big submission to Sport England that secured our status as a Local Delivery Pilot and outlines who we are, what we care about and what we want to do.

[Something to More and Beyond](#)

The second big submission to Sport England that secured their ongoing commitment to Pennine Lancashire and TaAF and outlines the TaAF fundamentals, our learning so far and plans for the next phase.

[Creative Engagement Toolkit](#)

Creative Engagement (CE) has given TaAF a whole new perspective on how we engage and involve people.

[The Look, the Sound, the Feel](#)

A helpful guide on how you can create an environment that inspires involvement and enables great contribution. "A little change from you can make a big difference to others"

[The Design Principles](#)

Some helpful principles and considerations to guide thinking and approaches when you are creating the space for change to happen in a place

Please refer to <https://taaf.co.uk/> for further information or to access links above.

For video of TaAP team please follow <https://taaf.co.uk/workstreams/together-an-active-pendle/>

APPENDIX 1

TaAF Pathfinder Expenditure Profiling

URN: 2018001716

Organisation Name: Pendle Borough Council

Project Title: Together an Active Pendle

Total Sport England award: £360,831

TaAF Pathfinder Budget

	Actual Spend	Predicted Expenditure		
Expenditure item	Year 1	Year 2	Year 3	
	2019-20	1.4.2020 - 31.3.2021	1.4.2021 - 31.3.2022	Total
Staff costs (TaAP + ALH)	£3452.54	£110,000	£118,500	£231,953
Equipment		£1,000	£6,000	£7,000
Facility hire		£1,000	£3,000	£4,000
Promotion/publicity		£500	£2,000	£2,500
Coaches fees/expenses		£1,000	£3,500	£4,500
Transport/travel				
Other: Independent research lead (inc VAT)	£1,750.00			£1,750
Other: Community Research Budget	£2,200.00	£21,800		£24,000
Other: Test & Learn pilots		£15,000	£70,000	£85,000
Other: Event costs				
Other:				
Total:	£7,403	£150,300	£203,000	£360,703

TaAF Pathfinder Reconciliation

Expenditure Items	12 month predicted spend	Actual Spend			12 month actual spend	Variance between predicted and actual	Amount spent as a % of 12 month predicted
		Apr-21 to Jun-21	Jul-21 to Sep-21	Oct-21 to Mar-22			
Staff costs	£134,500	£27,741	£26,325	£31,626	£85,692	£48,808	64%
Equipment	£11,000	-	£24	£242	£266	£10,734	2%
Facility hire	£7,500	-	-	-	-	£7,500	0%
Promotion/publicity	£12,500	£750	-	£10,423	£11,173	£1,327	89%
Coaches fees/expenses	£4,250	£58	-	-	£58	£4,192	1%
Transport/travel	£500	-	£191	£273	£464	£36	93%
Other - Training and engagement	£13,500	-	£600	£1,818	£2,418	£11,082	18%
Other - Partnership funding	£14,500	£4,000	-	£16,000	£20,000	(£5,500)	138%
Other - Research and evaluation	£5,750	£1,955	-	-	£1,955	£3,795	34%
Total:	£204,000	£34,503	£27,140	£60,382	£122,026	£81,974	60%

TaAF Pathfinder Claim

Predicted spend for the year	£204,000
Actual spend for the year	£122,026
Claim for 19/20	£7,403
Claim for 20/21	£136,792
Remaining Pathfinder Balance (total funding less all claims made to date)	£112,528

TaAF Accelerator Expenditure Profiling**URN:** 2018001716**Organisation Name:** Pendle Borough Council**Project Title:** Together an Active Pendle**Total Sport England award:** £360,831 + (Remaining pathfinder balance - £112,528) (£473,359)**TaAF Accelerator Budget**

	Predicted Expenditure			
Expenditure item	Year 4	Year 5	Year 6	
	01/04/2022 - 31/03/2023	01/04/2023 - 31/03/2024	01/04/2024 - 31/03/2025	Total
Staff costs	£59,200	£60,400	£61,600	£181,200
Equipment	£20,000	£20,000	£20,000	£60,000
Facility hire	£7,500	£2,000	£2,000	£11,500
Promotion/publicity	£10,000	£5,000	£5,000	£20,000
Coaches' fees/expenses	£0	£40,000	£40,000	£80,000
Transport/travel	£0	£1,500	£1,500	£3,000
Other - Training and engagement	£12,000	£10,000	£10,000	£32,000
Other - Partnership funding	£20,000	£25,000	£25,000	£70,000
Other - Research and evaluation	£5,500	£5,000	£5,000	£15,500
Total:	£134,200	£168,900	£170,100	£473,200
	Projected under/over spend position			-£159

APPENDIX 2

Key highlights from Engagement/Research

- Drivers of physical activity in wards of Bradley, Whitefield, Walverden and Brierfield were often female family members (mums, sisters, aunties and grandmothers)
- These families wanted more outdoor exercise (e.g. walking / running / cycling)
- Many participated in physical activity to;
 - Improve mental health and reduce stress
 - Get outdoors or be outside
 - To lose weight and keep in shape
- Many did not participate in physical activity because;
 - Motivation
 - Work commitments
 - Home and family commitments

Pearson Insight (June - October 2020)

Click [here](#) for summary of findings

Click [here](#) for analysis by ethnicity

Click [here](#) for analysis by health condition

Click [here](#) for analysis by activity levels

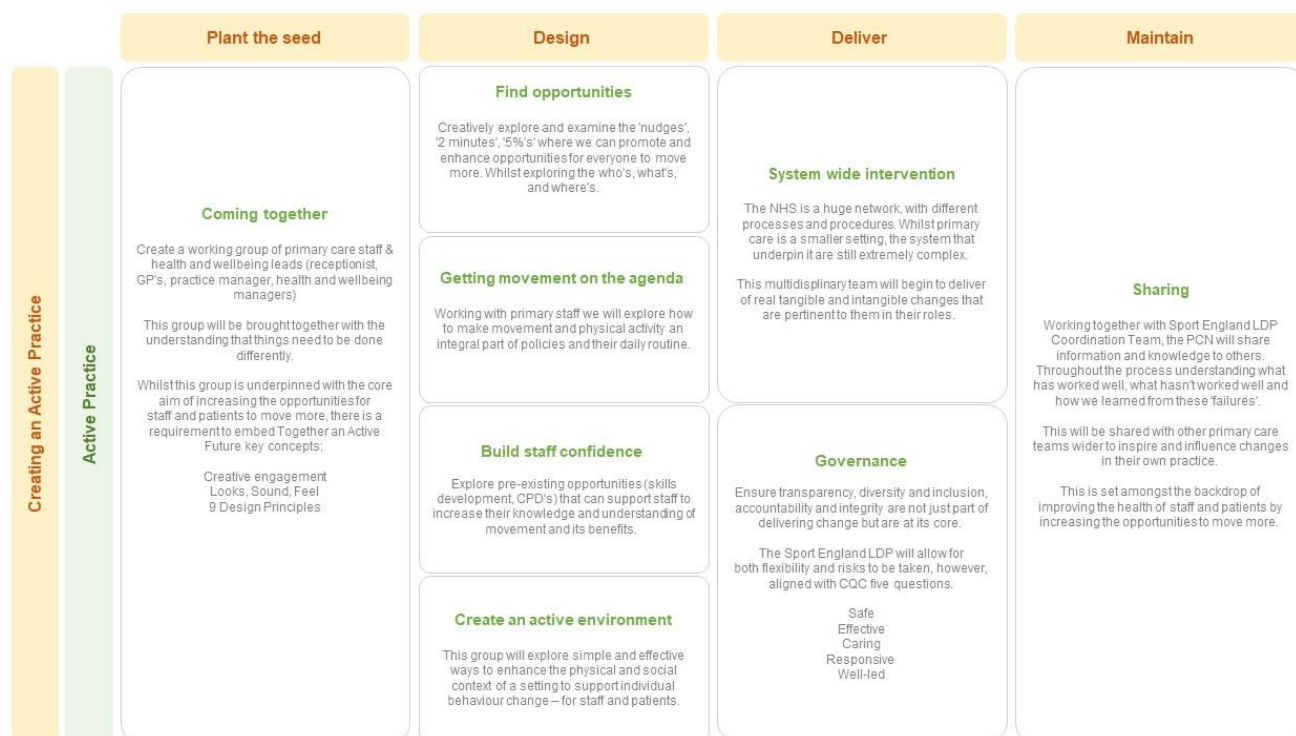
In-Situ (June – October 2020)

Click [here](#) to see website report of findings.

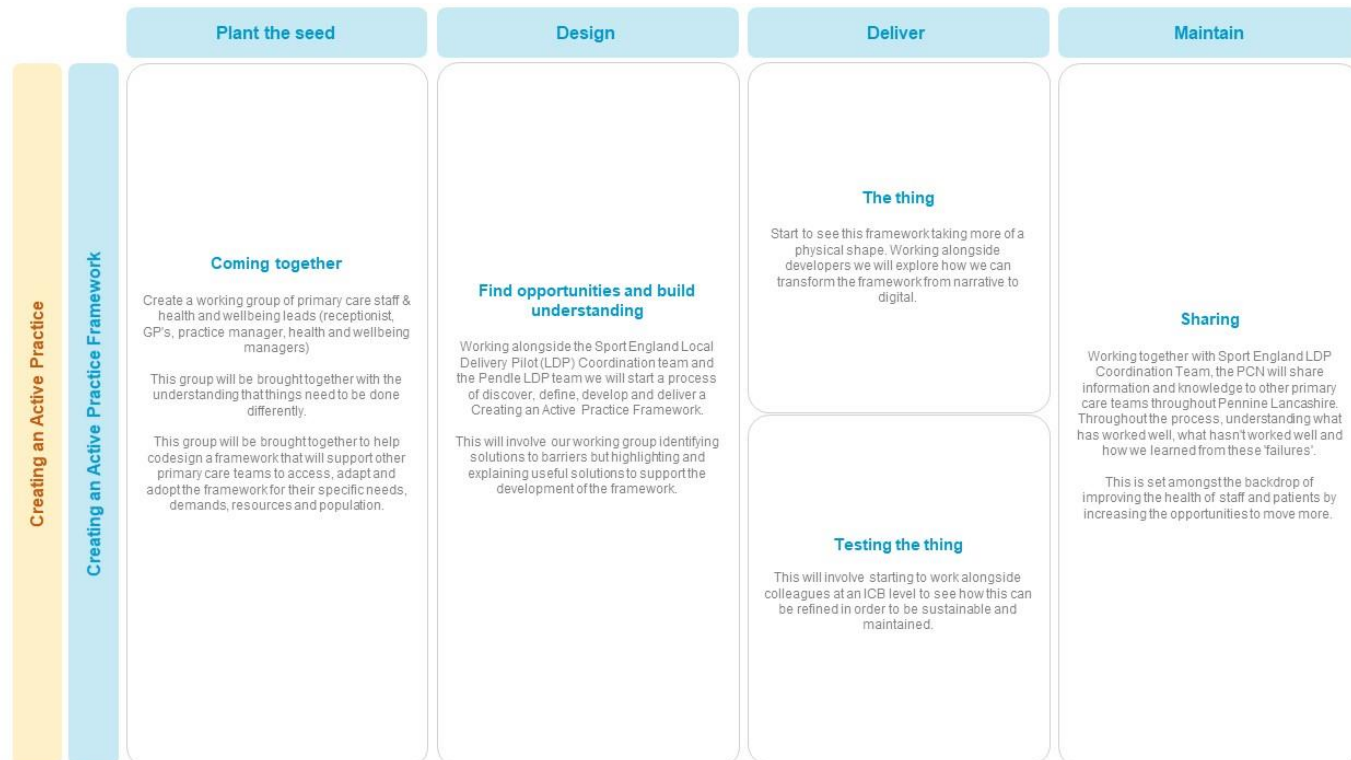
In addition, audio records were captured by participants and additional qualitative data was collected through portraits (see appendices).

APPENDIX 3

Creating an Active Practice – Active Practice 12-18 month plan



Creating an Active Practice – Framework 12-18 month plan



Creating an Active Place 12-18 month plan

	Plant the seed	Design	Deliver	Maintain
Creating an Active Place	<p>Coming together</p> <p>Create a working group of ladies from a range of organisations (in-situ, The Deen Centre, Nelson Labour, Marsden Heights, Pendle Leisure Trust, Pendle West Primary Care Network) who have been identified as the main drivers of familial behaviour change through our pathfinder phase.</p> <p>This group will be brought together with the understanding that things need to be done differently and that this work will not be like any previous project they may have worked on in the past.</p> <p>This group will come together to help co-design a hub that will support their communities to move more.</p>	<p>Find opportunities and building</p> <p>Working alongside the Pendle LDP team and supported by Sport England LDP team, this group will begin designing and building a hub that utilises the assets that are readily available from the members and other local partners.</p> <p>This will be underpinned by the Together an Active Future key concepts;</p> <p>Creative engagement Looks, Sound, Feel 9 Design Principles</p> <p>This will allow for Sport England to examine the impact of the process and approaches taken to attempt to increase levels of PA within the target audience.</p>	<p>The thing</p> <p>Start to see ladies shape this hub and supporting more their communities to move more through initiatives that are discovered, defined, developed and delivered by them.</p> <p>This group will start to identify wider opportunities and ideas to embed sustainability into the hub, outside of the resources available to them from Together an Active Pendle.</p>	<p>What's next?</p> <p>Through this processes we will have brought together skills, knowledge, experiences and developed trusts.</p> <p>We envisage this approach to have brought community leaders together in order to discover opportunities, collaborate and share ideas that help move ladies within the Brierfield and Nelson areas from nothing to something and from something to more.</p>
			<p>Reviewing the impact</p> <p>This will involve starting to work alongside colleagues at Sport England to help create a story of process, approach and the critical points that enabled change to occur.</p> <p>This will come from the Together an Active Pendle coordinator and members of the Hub who are attempting to influence change as a community level.</p>	