

Supporting Communities to be Active

Place-based work in Cumbria

Maryport, Workington & Whitehaven



BACKGROUND

In November 2023 Sport England announced a major expansion of their investment into local communities to ensure those in greatest need are supported to be physically active. This decision was based on the learning from 12 pilot programmes in other parts of the country which have been in existence since 2018.

Let's Move! – The approach to place-based working in Cumbria has four key aims, these are: -

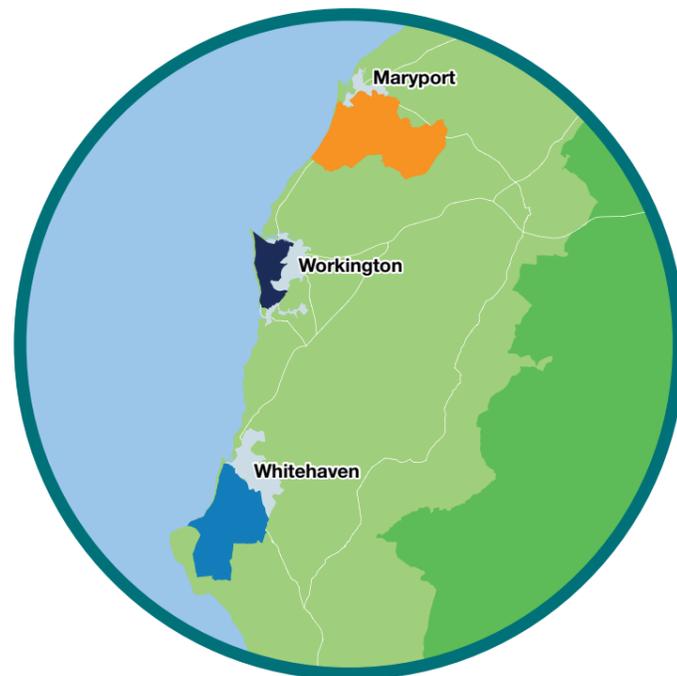
- Increasing activity, so that more people feel the benefit of being active on a regular basis.
- Decreasing inactivity, helping more people to start and maintain a relationship with activity.
- Tackling inequality, removing the barriers that prevent people from being active.
- Providing positive experiences for children and young people, so that lifelong activity habits can be formed.

This is a long-term piece of work, with financial and capacity support being provided into each place for at least the next five years.

WHICH PLACES HAVE BEEN SELECTED?

Three places in Cumbria have been selected to be part of this work. These places are all part of larger towns and have a population of between 7,000 and 9,000 residents. These are: -

-  Flimby, Ellenborough & Broughton Moor (Maryport)
-  Workington West (Workington)
-  Mirehouse, Kells & Woodhouse (Whitehaven)



HOW DID IT START?

A launch event was held in November 2023 which brought together around 60 key people from the council, health, housing, schools, and many voluntary organisations that work in the three places. There was unanimous support for the aims of the work, and how this could contribute to many different community priorities in each place.

At the outset, Active Cumbria were identified as the most appropriate organisation to coordinate this work, and there is now dedicated staff time in place to ensure the work continues to progress.

Local working groups began coming together regularly in each place, starting to look at the issues and challenges faced by people living in those communities. Conversations within the working groups, and with other individuals and organisations who live and operate within the places, led to the headline priorities for each to help guide the work forwards. They also looked at what is already happening, what facilities exist, and how these and other facilities can be used to provide opportunities for people to be more active. The groups also wanted to create a name and brand that they could associate with the work moving forward, and following consultation the name Let's Move! was created.

A training programme focusing on effective leadership and influencing change was delivered to 55 key members of the working groups. This approach is agreed as being critical to the success of this work over the coming years.

CREATING A SHARED PURPOSE

The groups have developed a small number of key statements that all members have agreed on, and which make up their shared purpose. These are: -

-  We will work collaboratively to address the identified themes and priorities, creating appropriate solutions based on need. Funding will not be provided to projects which do not contribute to the agreed priorities or guiding principles.
-  We recognise the importance of system change, and that the way organisations behave has the potential to make physical activity more accessible to more people. We'll focus effort on working within and across organisations that deliver services in each place to connect them and raise the importance of physical activity.

GUIDING PRINCIPLES

The groups have identified ways to ensure that a joined up way of working is maintained, and that any funding is spent in the most appropriate way. To help, the groups have established a set of Guiding Principles, these being: -

- Do our plans help people become active?
- Have we involved local people in gaining insight and finding solutions?
- Have we considered the diversity of the local community?
- Do we understand what needs to be different to make a difference?
- Are we being bold and trying new things?
- Are we building capacity and strengthening delivery through collaboration and partnerships?
- Does this support a whole system approach?
- Are we building sustainability into our design and planning?
- Does this support a test, learn and share approach?

WHAT WILL WE CONTINUE TO DO?

The groups will continue to come together regularly. Their on-going priorities include: -

-  Identifying big issues and opportunities for each place and working with partners to support these.
-  Ensuring that we continue to come together regularly to learn from each other about what is happening in each place, what is working, and what isn't working.
-  Developing our longer-term plans for each place, reviewing these and adapting them as we go based on our learning.



How can you get involved? To find out more please contact:

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