

Active Burnley



#OutdoorTown

Together
an Active
Future



A story of change

Something is happening in Burnley, something big. All around you the community is stirring and finding unity in the outdoors.

Burnley is part of Together an Active Future, and working with Sport England has provided the opportunity to work out what's needed to help more people to be more physically active throughout Pennine Lancashire. There are lots of challenges that make it harder to be more active. When people come together, take time and create the right environment, we can find solutions to these challenges. That's what **#OutdoorTown** is all about.

This tells the story of Burnley having found its identity as an **#OutdoorTown**.

Through Burnley Together, we started when Burnley Leisure and Culture, Together an Active Future, the Canal & River Trust and Sport England brought Beat the Street to the town in 2021. It was community-wide, empowered people to make changes to their lives and transformed health and well-being of the whole community. Children, grandparents and everyone in-between get involved and created a positive outdoor experience shared across the town. This acted as a catalyst for culture change.

The Active Burnley Forum has been able to harness this and create unstoppable momentum. The partnership has grown exponentially as people and organisations clamour to get involved. It has become a vibrant melting pot of ideas, with 'a can do mentality'. Every time we come together so much positive action happens.

We have created a ripple effect map that shows the sheer breadth and depth of the **#OutdoorTown** movement and how it is gathering pace. It shows the amazing community collaboration in areas of health, well-being, climate action and more.

It's impossible to include everything, but we have spotlighted some of the amazing work that helps to tell the story.

As we enter the legacy phase of Beat the Street 2023 we are forming a 10 year **#OutdoorTown** vision, we are excited to see what happens next and thank you all for your ongoing dedication and commitment.



unity



2021



Starting a positive change in Burnley...

Over 10,000 people got involved and many community organisations shared a positive experience during the first Burnley game in 2021.



10,523
total players

70%
of inactive adults
became more active

30%
of game-play
during typical
travel periods

CO₂

42%
of less active
children
became more active



improved
mental well-being
for adults and
children

The Active Burnley Forum

To maintain momentum and collaboratively sustain the impact of Beat the Street 2021 the Active Burnley Forum was formed. The Active Burnley Forum is a sustainable and proactive local network, coming together twice a year, prioritising Burnley an **#OutdoorTown**.

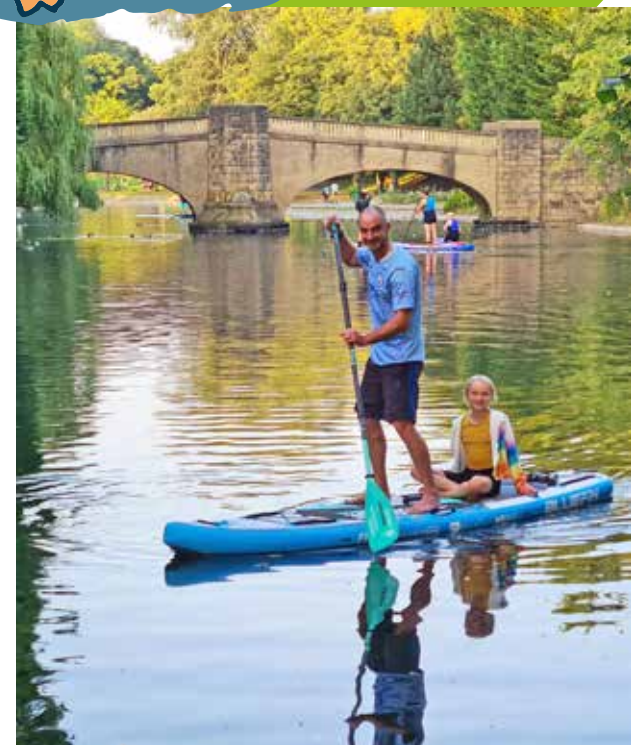


Members of the Active Burnley Forum include: Action for Children, Active Lancashire, Barden Primary School, BPRCVS, British Orienteering, Building Bridges, Burnley Athletics Club, Burnley Council, Burnley Football club in the Community, Burnley Leisure and Culture, Burnley Library, Burnley Primary Care Network, Burnley Rugby Club, Burnley Tennis Club, Burnley Together, Burnley Youth Theatre, Calico, Calico - Thrive, Canal & River Trust, Cherryfold Primary School, Fennyfold Community Garden, Gannow Community Centre, Go Velo, Holly Grove School, Intelligent Health, Lancashire Adult Learning, Lancashire Care NHS Foundation Trust, Lancashire/Burnley Police, LCC - Education Services, LCC - Family Well-being Service, LCC - Public Health, Living Streets, Love2Ride, Lancashire Wildlife Trust, Move2Change, MS Angling, New Era, Newground Together, Northern Community Network, Padiham Library, Participation Works, with more organisations joining each forum event.



Following on from Beat the Street 2021...

Burnley, through the collaborative efforts of various stakeholders, partnerships and the Active Burnley Forum is undergoing a transformative change. Embracing the identity as an **#OutdoorTown** that connects people to nature, breaks down barriers to leading active lives, and addresses holistic community needs.



The overarching **vision** is to create a unifying approach to health and well-being within the inclusive **#OutdoorTown** identity for Burnley, fostering a sense of unity and community engagement.



Alison Cross
Outdoor Learning Officer
The Ernest Cook Trust

2,388
trees

earned through Beat the Street will be planted in autumn 2023

The call of the wild: connecting with nature

In the heart of Burnley, a remarkable Landscape Partnership continues with The Ernest Cook Trust and the Forest of Bowland, Area of Outstanding Natural Beauty (AONB). Built on the success of the Outdoor Learning and well-being work achieved through the Pendle Hill Landscape Partnership, the Forest of Bowland AONB and The Ernest Cook Trust are continuing their partnership and, thanks to The National Lottery Heritage Fund are delivering their new 'Connecting People and Nature' project.

Started in Spring 2023 in Burnley and Pendle with a mission to awaken a deep love for nature it has revolutionised Outdoor Learning in schools and connected children and parents to the natural world. The Ernest Cook Trust's continued collaboration with the Forest of Bowland AONB is connecting countless people to the wonders of the natural world. This is connecting schools to the outdoors and into their community, helping to open Burnley's outdoor spaces for all.

Alison has also combined The Ernest Cook Trust's work with initiatives in partnership with inspiring individuals including Keiron Roberts (Green Spaces and Amenities, Burnley Borough Council), Helen Tyson (School Games Organiser, Burnley School Sport Partnership) and Alexis Turner (Beat the Street Coordinator, Burnley Leisure and Culture).

Connecting with nature interweaves a beautiful tapestry of outdoor exploration and community engagement. Examples in the borough include:

- engaging activities in Scott Park
- the Big Burnley Walk
- wildflower seed planting
- future tree planting
- the Burnley Nature Festival



www.forestofbowland.com/connecting-people-nature



Alison with Cheryl, Paul and Alexis from Burnley Leisure and Culture team playing Beat the Street

Building capacity and partnership in the NHS

Aligning with **#OutdoorTown** the East and West Primary Care Networks, are making significant strides in promoting sustainable system change in healthcare.

The partnership with PCN West, led by Clinical Director Dr Katie Clarke and supported by Paula Crake Operations Manager, has focused on enhancing patient care and well-being through initiatives such as “walk and talk” sessions, adapted cycling hubs and park yoga sessions. The introduction of Active GP Practices and care navigators has improved access to care and empowered patients to seek specialised professionals for their needs.



Considering the Fuller Report, the partnerships are in a strong position and a joined up network with **#OutdoorTown** is something that we can all get behind.



Paula Crake and the team with the local firefighters

“We are dedicated to being a collaborative network including our partners who are local authorities, Burnley Leisure and Culture, Calico and other social housing providers, NHS Community Service Providers and many other influential organisations and voluntary services at hyper-local level. We are already having these conversations so, feel confident about creating and delivering our local neighbourhood plans for our Integrated Care Board.”

Paula Crake, PCN West Operations Manager

Looking towards the future, Burnley aims to continue building partnerships, improving health and well-being for its population. As the town navigates challenges and leverages opportunities, the PCN remain committed to its mission of providing comprehensive, patient-centred care to the community.

Utilising our Canal network

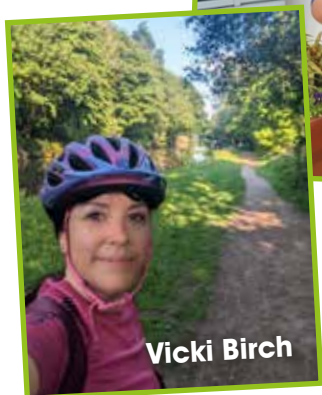
In Burnley, where 94,700 people reside, over 71% of the population lives within 1km of the canal.

Beat the Street plays a vital role in bringing to life the Canal & River Trust's vision of living waterways that transform places and enrich lives. We believe that spending time by water makes us happier and healthier. That's why we work with communities to connect with their local canal or river, creating places and spaces that can be used and enjoyed by everyone, every day.

By actively engaging with communities, Beat the Street encourages people to explore and enjoy the canals and rivers managed by the Trust, ultimately fostering a deeper connection with these waterway corridors. This active engagement not only promotes a healthier lifestyle but also allows people to experience the transformative power of these waterways first-hand. The core purpose of the project was to create vibrant, inclusive waterways that integrate with local infrastructure and highlight active travel routes which are valued as sustainable assets. Collaboration and co-creation with stakeholders served as the foundation for effective partnerships and insights, ensuring the well-being of individuals, communities and the environment.



Vicki Birch, the North West Participation Health and Well-being Lead for Canal & River Trust, has played a pivotal role in promoting physical activity and outdoor engagement through the Let's Participate campaign. Burnley is home to the Community Roots programme, led by Project Coordinator, Emma Fielding whose project aims to positively influence perceptions of the waterways and increase use, volunteering, and ownership. It predominantly aims to make the waterways relevant to local communities and engage them in participatory activities that improve their well-being such as Let's Walk, Paddle, Cycle and more.



"We are literally less than a 10 minutes walk from the canal and seldom spend time here. Now with coming to the boxes we are here all the time doing nature/wildlife walks."

Donna Cloughy Clough



Together, we are living the vision of Burnley as an **#OutdoorTown**, having fun, and forging stronger bonds with our surroundings and each other.

Burnley's positive developments have attracted attention, inspiring other regions to replicate their achievements and create healthy, active, and connected communities.

Burnley Beat the Street and #OutdoorTown Ripple Effect Map

October 2022 to March 2023

Pennine Lancashire Sport England LDP - Together an Active Future principles

Principle 1.

Demonstrate how ideas, plans and projects will help inactive people

Principle 2.

Demonstrate involvement of local people in gaining insight and building solution

Principle 3.

Demonstrate consideration of diversity of the local community

Principle 4.

Demonstrate an understanding of what needs to be different to make a difference

Principle 5.

Willingness to be bold, try new things and dare to be different

Principle 6.

Demonstrate collaborations and partnerships that strengthen local delivery and build capacity in the long term

Principle 7.

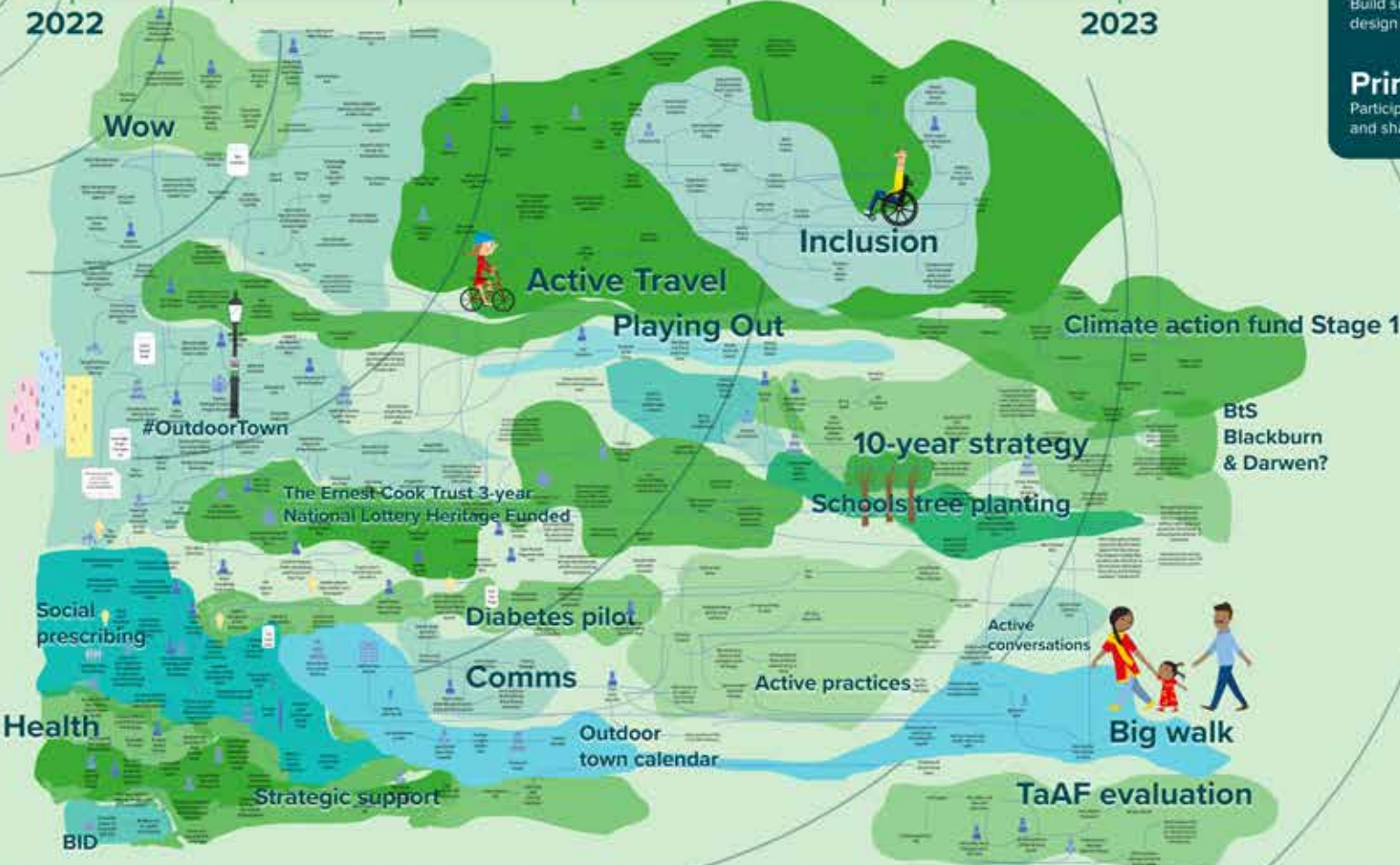
Consider a whole system approach

Principle 8.

Build sustainability into design and planning

Principle 9.

Participate in a test, learn and share approach



Beat the Street in 2021 was a shared positive experience that brought people together

The map depicts examples of the amazing landscape of interconnected and collaborative work that has then happened, helping to establish Burnley's **#OutdoorTown** identity. So much more to come following Beat the Street 2023.



2023

After the success of Beat the Street 2021 it was decided to bring it back again. Using the scale of Beat the Street, the strengths of the town (the outdoors) the game had an additional focus - **points earned=trees planted**.

The game accelerated the **#OutdoorTown** vision and aimed to show national and local priorities could be aligned and achieved.

Over 13% of the general population joined in, travelling 155,121 miles, that's 12.54 miles per player, tapping 350,027 times to gather 4.8 million points, earning over 2,388 trees.

46% children with 5,170 playing as a family

79% from top 40% most deprived

51 community and workplace teams

32% of adult players inactive at the start

34 school teams, 29 with over 80% participation

13% Ethnically and culturally diverse communities



12,368
total players

32%
of adults
were inactive
at the start



155,121
miles travelled

Measuring impact

The WELLBY is a new, simple measure of well-being impact. It is calculated by asking people the question on life satisfaction: “On a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”, overall, how satisfied are you with your life nowadays?”

1 WELLBY is equal to improving life satisfaction by 1 point. The UK Treasury in its HM Treasury Green Book supplementary guidance on well-being recommends that 1 WELLBY has a standard monetary value of £13,000 to UK society.

Burnley's end of game report showed Beat the Street improves life satisfaction by 0.5 points during the game. This means the well-being benefit for the 6 week period of the game alone is worth £750 per adult participant.

With 6,800 adult players, it is estimated to have had a well-being impact of £5 million.



The sport and physical activity system

“ Attitudes and behaviours have changed, with a collective sense of unity across the place, leading organisations to recognise their relevance and attracting partners outside the sport and physical activity system. ”

Claire Ramwell
Programme Lead
Together an Active Future

Together
an Active
Future
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“ I am excited to follow the journey that Paul Foster and Burnley Leisure and Culture have started in developing a possible new paradigm model for community leisure in the UK. Through the #OutdoorTown approach, Burnley Leisure and Culture has opened its doors to the whole town, promoting inclusivity and behaviour change. ”

Emily Brady-Young
Embedded PhD Researcher
Together an Active Future



United by a
common purpose,
partners are working
together on a 10-year

#OutdoorTown
vision



“ It was the way the place and people came together and realised what was special about the place they have. It was also the way they use Beat the Street to help people experience outdoor places they had not been before and to witness the connectivity across the town. It helped galvanise a sense of oneness in Burnley. It's their town! ”

Justine Blomeley



“ I have seen a transformation and growth of confidence in the collaboration with Burnley Leisure and Culture. Burnley's can-do attitude and network addressing diverse needs have made it a focus area for wider initiatives. ”

Mark Stephenson



What's next

#OutdoorTown is about the **strength** and **resilience** of Burnley, using what we have got.

Two thirds of Burnley is countryside, being outdoors and connecting with nature is accessible and free.

So, we are creating a shared 10-year **#OutdoorTown** vision.

We want to connect to the big issues of the day, like the climate. Beat the Street and a new Climate Action Fund project will see us plant over 20,000 trees in Burnley across 15 new micro-woodlands in the next 10 years.

We look forward to **#OutdoorTown** connecting into local plans, such as the NHS Integrated Care Board and Primary Care Network's neighbourhood Plans.

Join the movement, its your **#OutdoorTown** too.



“ We are taking an asset-based approach, working with the strengths of the town. It has helped us realise it's about resilience, strength and connecting with nature.

We've got 12,000 people who played Beat the Street, we are using that opportunity to encourage people to be aware of the bigger issues like the environment and climate action. It's made people sit up and take notice because it was of sufficient scale.

It acts as a catalyst to a lot of things that have happened. It's an exciting future as we look to build our identity as an **#OutdoorTown**. ”

Paul Foster

Deputy Chief Executive, Burnley Leisure and Culture

#OutdoorTown



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Future



**SPORT
ENGLAND**



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