

Design Principles



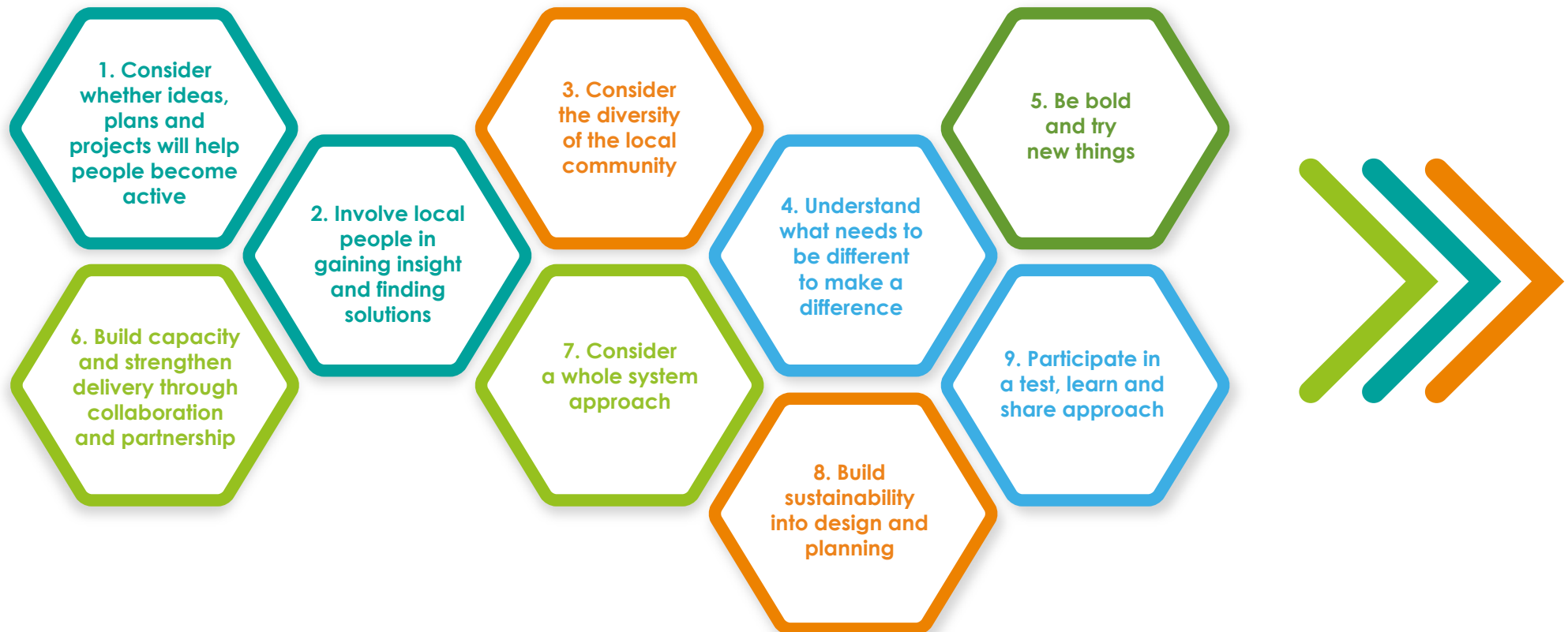
**Together
an Active
Future**



TaAF Design Principles

How they came about

- We needed a guide that would help change our thinking and approach so we could make a difference in areas we hadn't been able to before.
- We came together with partners from varied backgrounds with different perspectives, and, after identifying some lessons learned from past approaches that failed to have a lasting impact, we collectively created these principles.
- There are 9 principles (shown below) and as you'll see further on, each principle has some things to consider, which can be helpful for you and others in understanding what it is all about.



Design Principles – Ideas on how to use them



As a sense check for yourself and others to make sure you're still focussing on the right people in the right places and that you're doing things in the way that gives you the best chance of success



To explain to anyone interested or who may want to get involved what you're all about and the stuff that really matters to you



To frame potentially challenging conversations where you may need to help someone come up with a different way of thinking or doing things that may not be what they're used to



To steer conversations away from just focussing on money and begin to explore alternatives such as collaborations between partners and utilising the experience and skills that are collectively available



As a criteria for whether you should get involved with or invest in something



As an assurance mechanism to give you and your potential commissioners / funders the confidence that things are being done in the way you all agreed at the start

Design Principle 1

**Consider
whether ideas,
plans and
projects will help
people become
active**



Things to consider

Have you used data and insight to identify those people who are most likely to need help to become active and where they are?

Have you taken time to understand why people are not engaging in existing local opportunities to be active?

Have you considered the different hooks and motivations that may be required to help people to become active?

Do ideas, plans and projects provide something different that could make a difference?



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Design Principle 2

**Involve local
people in
gaining insight
and finding
solutions**



Things to consider

Have you provided opportunities for local people to get involved and share their experiences and ideas?

Have local people helped you to identify the things that need to happen?

How much of the design and delivery will involve or perhaps be led by the local people who live in the place where a solution is needed?

How will local people help you learn whether any changes made have been effective?

Does your idea / project have people at its heart?



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Design Principle 3

**Consider the
diversity of the
local community**



Things to consider

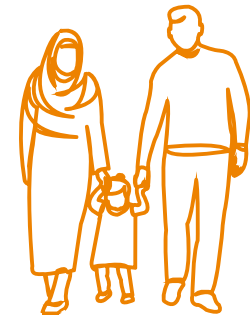
Do you have a good understanding of the make-up of your local communities?

Have you used demographic data to help identify potential areas of focus?

Are there particular groups of people within your community for which physical activity may be a challenge?

Do you intend to target a specific group of people based on demographics?

Is the make-up of your team / group / leads representative of the communities you want to work with?



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Design Principle 4

Things to consider

Is there something that's working now (or has in the past) that could have a positive impact if changed or improved?

Have you used insight from local people about the opportunities to be more active that exist now and what may need change to improve people's engagement with these?

Have you taken some time to learn from any initiatives and projects in your chosen area that haven't necessarily had the desired impact and understood the reasons why?

**Understand
what needs to
be different
to make a
difference**



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Design Principle 5

Things to consider

Do you have a good understanding of what is already happening in your area of interest to help people to be more active?

Do you feel assured that you can take risks and test things out, in line with the test, learn and share approach?

What is it about an idea / project that is different to what has gone before it?

Does an idea or project engage / motivate / excite people to be involved and perhaps challenge partners to think differently?

Have you allowed an idea / project to be tested, tweaked, pushed, challenged objectively?

**Be bold
and try
new things**



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Design Principle 6

Things to consider

For specific themes, localities or demographics you are targeting, have you thought about which partners should be involved who can best support this?

Are there existing partnerships and collaborations that can help you?

Have you thought about the expertise, skills, knowledge, facilities and capacity you'll need, who is best placed to provide this and how this can be delivered sustainably?

**Build capacity
and strengthen
delivery through
collaboration
and partnership**



Design Principle 7

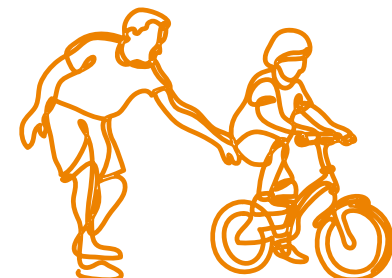
**Consider
a whole system
approach**



Things to consider

Have you considered the below factors when looking at how to create long lasting change?

- **Policy** – local policies and laws, regulations, standards
- **Physical environment** – Streets, buildings, outdoor space, transport links etc.
- **Organisations and Institutions** – schools, health and social care, clubs etc.
- **Social environment** – relationships, families, social networks etc.
- **Individual** – motivations, opportunities, needs, behaviours etc.



Design Principle 8

**Build
sustainability
into design and
planning**



Things to consider

Recognising that investment can often be time-limited, do you understand how the project / change will continue?

Are you developing local capacity that can sustain the change?

Are you identifying the current expertise, skills, knowledge, facilities and people that could provide local capacity?

Do you have a model of investment that reflects the transition from time-limited investment to a model that is self-sustaining?



Design Principle 9

**Participate in
a test, learn and
share approach**



Things to consider

Do you understand how you will measure and share the impact of a project / initiative?

Have you built evaluation into your design and delivery plans?

Have you identified the support you may need to help you measure and share impact and/or change?

Do you recognise the need to identify and share as early as possible when something isn't right, to enable a change to be made?

Do you have an approach or system in place that can help you share your learning with identified partners / networks?



Together an Active Future



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