

Creating an **Active Place**

Hub Development Framework

Together
an Active
Future

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December 2023

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Together an Active Future

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Together an Active Future (TaAF)

is one of twelve place partners assigned by Sport England with the responsibility of determining the necessary measures to encourage more individuals to engage in physical activity. Recognising the diverse needs of each community and the unique challenges they face, TaAF has been organised into six place-based teams, each dedicated to one of the six districts within Pennine Lancashire: Pendle, Blackburn with Darwen, Burnley, Ribble Valley, Hyndburn, and Rossendale. In addition to this geographical division, each TaAF team has been granted the opportunity and support to formulate their own work streams. These individualised work streams are designed to shape the delivery of initiatives at a pace and in a style that aligns with the specific needs and preferences of the local population. This approach emphasises the importance of tailoring focus to the distinct characteristics of each community. The decision to empower TaAF teams to create their own work streams not only recognises the unique challenges faced by each district but also allows for a more flexible and adaptive delivery, ensuring that the work streams resonate with the people and context of each area.

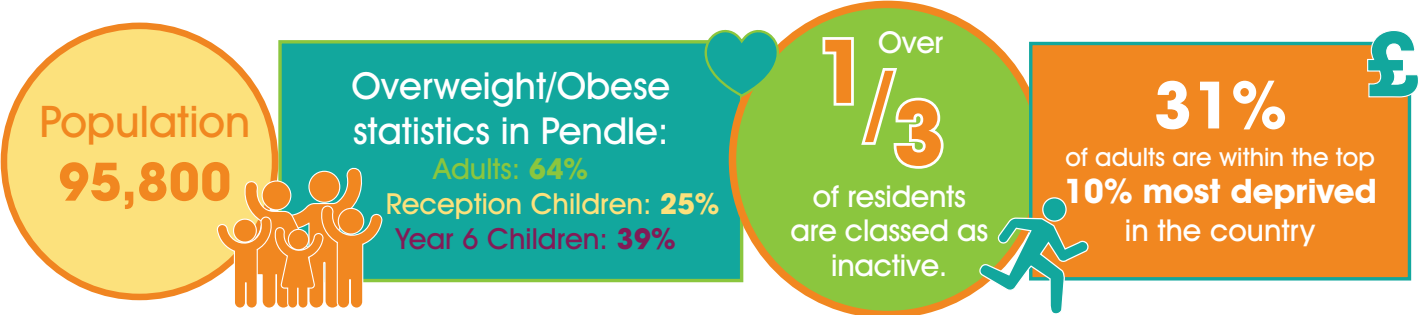


Together an ActivePendle

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Together an Active Pendle is a borough-wide initiative engaging the entire community. Its main objective is to collaborate with residents and local organisations to explore and reshape the way individuals and groups engage with physical activity. The initial consultation, which commenced in 2020, revealed the intricate and varied nature of people’s connections to physical activity. This consultation subsequently paved the way for the creation of two distinct work streams now known as Creating an Active Place and Active Practice.

Pendle Insight



Pendle, situated in the eastern part of Pennine Lancashire, is a local government district characterised by twelve electoral wards, encompassing a diverse array of communities set amidst both rural and urban landscapes.

The 2021 census reveals a population of approximately 95,800 in Pendle, where the predominant ethnic group is White, and the largest global majority is of Pakistani descent. The gender distribution is nearly equal, with males comprising 49.5% and females 50.5%. The percentage of residents identifying as disabled stands at 17.7%, slightly above the national average of 17.3%, while children and young people aged 5-19 years make up 19.8% of the population, notably higher than the national average of 17.7%.

Deprivation

As per the 2019 Indices of Deprivation, Pendle ranks as the 36th most deprived area out of 317 districts and unitary authorities in England. Approximately 31.6% of lower super output areas within the district fall within the top 10% most deprived in the country.

Health Challenges

Health challenges in Pendle are apparent, with 63.8% of adults classified as overweight or obese. Following this trend, figures for overweight or obese reception children stand at 24.6% escalating to 38.5% by year 6. These statistics are closely linked to poorer health outcomes later in life and an increased the risk of conditions such as diabetes and cardiovascular disease. Public Health data from April 2023 indicates an under-75 mortality rate of 94.8 per 100,000, surpassing the national average of 76.0.

Activity Levels

While physical activity alone cannot address obesity, evidence suggests that in conjunction with a healthy diet it can support the maintenance of healthy weight and reduce the risk of chronic conditions. The Chief Medical Officer recommends an average of 60 minutes of daily activity for children and young people, with activity being of at least moderate intensity. Examining Active Lives data for Pendle in 2020-21, 37% of children and young people are classified as inactive, 25% as fairly active, and 38% as active. Among adults, 36% are inactive, meaning they do not meet the recommended 150 minutes or more of moderate intensity exercise per week. Similarly to children and young people, the remaining 64% are classified as fairly active or active.

Local Assets

When considering local assets, Pendle boasts various strengths dispersed across its diverse communities, including eleven parks, five nature reserves, Pendle Hill within the Forest of Bowland (AONB), and a section of the Leeds Liverpool Canal supporting water sports, walking, and cycling along its towpath. The borough is also home to three leisure centres, each equipped with swimming pools, as well as facilities like Seedhill Athletics Track, the Steven Burke Sports Hub and Pump Track, the Leisure Box, Pure Gym, and five Family Hubs.

Additionally, Pendle hosts a range of private and community sports clubs, spanning from team sports such as football to gym based activity like CrossFit. Complementing these places and facilities, the borough has a vast network of community groups and charities operating with a focus on enhancing the lives of local residents. As of December 2023, 46 charities are registered as operational in Pendle, this data excludes larger national and countywide charities operating on a broader scale.

Pendle Hill

3

Leisure Centres

5

Family Hubs

46

Local Charities

11

Parks

5

Nature Reserves

Leeds Liverpool Canal

Creating an Active Place

Creating an Active Place, a focal work stream in Pendle, concentrates on close collaboration with community partners in the towns of Brierfield and Nelson. It places particular emphasis on the wards of Bradley, Walverden & Whitefield, Brierfield East & Clover Hill and Brierfield West & Reedley, which share common challenges such as high levels of childhood obesity and income deprivation. These wards also have a predominantly global majority resident demographic which in some instances may represent a barrier when considering engagement in physical activity, exercise and sport. Employing the principles of Asset-Based Community Development (ABCD), Creating an Active Place seeks to recognise and nurture strengths rather than solely identifying needs. To ensure the effective application of this approach, project delivery staff within the TaAF team have undertaken training in ABCD, equipping them with the knowledge to uphold these principles.

Active Place's core purpose is to enhance connections, leverage existing strengths and resources, and unite community members to foster enduring change, specifically focusing on enabling children, young people, and families to become more physically active. Supporting this approach, creating a comprehensive understanding of local assets that can facilitate physical activity at little or no cost is crucial, ensuring that opportunities developed through the Hub framework are both accessible and sustainable.

Guiding Principles

- **Priorities**

Identify what is important within the community, what are local priorities, what are peoples priorities...they may differ! Can we use physical activity as a tool to support the priorities of a place, group or individual.

- **Listen**

Gather feedback from individuals and/or groups, let them lead the conversations around physical activity. Meet on their terms. Guide the conversations to identify perceived barriers to physical activity. Building trust takes time, but by doing this, it will allow open and honest conversation to take place.

- **Assets**

Identify key assets in the community which can support the needs of the individuals/group. Assets can be places such as green and blue spaces, schools, places of worship, leisure facilities or other local infrastructure. Assets can also be found in local organisations, groups or a particular person.

- **Connect**

Connect people to assets. Raising awareness of local facilities, groups or other individuals can open doors and remove barriers. During this process it will be key to understand why these assets aren't perceived to be accessible or perhaps are not known about.

- **Expectations**

Setting clear expectations with the individual/group is essential to ensure both parties understand their roles and responsibilities. Understanding what to expect for each other in terms of commitment, willingness and ability will help to pave a clear pathway for future collaboration.



2023 Objectives

The objectives outlined for the period from April 2023 to March 2024 were created by the Together an Active Pendle team, taking into account the priorities of the locality and its residents. These objectives not only reflect the characteristics of the place but also align with the priorities identified by Pendle Borough Council and the Health and Wellbeing Partnership. The focus of these goals is directed towards children, young people and families.

Initial consultation with local community members and groups revealed a strong correlation between children's physical activity levels and the influence of their parents or caregivers, particularly mothers in global majority groups. Insight gained through engagement with a local women's group called the Deen Centre highlighted the pivotal role that mothers and female figures play in family routines and behaviours. This insight justified the investment of resources to engage with women, especially from South Asian backgrounds, as a strategic approach to influencing the physical activity levels of children and young people. In alignment with the asset-based development approach, it was collectively decided that the opportunities created through Creating an Active Place would be termed as "Hubs". Expanding on their purpose, Hub's will be driven by the collaborative efforts of community members who share common interests and objectives, thereby leveraging the strengths of local individuals and their community.

2023/24 goals for Creating an Active Place:

1. Create a women's hub covering Brierfield and Nelson. which leads to a demonstrable and measurable increase in women's physical activity levels.
2. The Hub co-ordination team is supported to develop and define its purpose and create expectation guidance for its members.
3. A minimum of four women are upskilled, enabling them to engage more women in physical activity focusing on moving individuals from 'nothing to something and something to more'.
4. Each week the Hub will facilitate at least one opportunity for local women to be physically active for a minimum of 60 minutes.
5. A Hub Development Framework is created to inform the expansion in 2024.
6. Cohorts for 2024 chosen using a co-produced selection process and criteria.



Hub Development Framework

This framework was created through the application of the ABCD model alongside working closely with female community members from South Asian backgrounds. The criteria outlined in this framework are deemed crucial components for uniting individuals and fostering additional opportunities for physical activity.



Criteria 1 – Co-production

Opportunities for individuals to co-produce their Hub offer are created.

- Local spaces and places are used to hold engagement events which are familiar and easily accessible to potential Hub members.
- Cultural nuances around physical activity are identified and considered when engaging with community members.
- There are inclusive and creative ways for individuals to communicate their priorities and perceived barriers to exercise.
- Where necessary, secondary insight is collected to better understand priorities and barriers.
- Common priorities and preferences of the individual(s) or group are identified to shape the Hub's activity offer.
- Priorities and preferences are considered when developing the Hub's offer, ensuring it is fluid and adaptable to need.
- The Hub Co-ordinator(s) provide opportunities for its members to contribute to defining the Hubs purpose alongside its aims and objectives, decide on a name and create a code of conduct and Terms of Reference.



Criteria 2 – Building on strengths and capabilities

Opportunities for joint working, utilising existing resources and building on the skills and experience of local people are maximised.

- The strengths, skills and qualifications of the Hub Co-Ordinator(s) and Hub members are identified.
- Where required, Hub Co-Ordinator(s) are offered safeguarding and first aid training as a minimum standard to ensure the safety of its members.
- Local assets are identified through discussions and connections with wider community members and organisations.
- The Hub-Ordinator(s) are aware of local opportunities to maximise Hub members' skills and build on interests such as National Governing Body training and adult learning offers.

“I didn't know this was part of the community, I have really enjoyed it and want to carry on”



Criteria 3 – Expectations and support

Hub Co-Ordinator(s) are well informed about the support that can be provided by Together an Active Pendle.

- The aims and objectives of Together an Active Pendle and Creating an Active Place are clearly communicated to Hub Co-Ordinator(s).
- Expectations are agreed between Together an Active Pendle and the Hub Co-ordinator(s) which outlines the approach to Hub development.
- Limitations of support are outlined by both the key contact and Hub Co-ordinator(s).
- A collaboration document detailing expectation and limitations is provided to the Hub Co-ordinator(s).



Criteria 4 – Measuring impact

The Hub can demonstrate a measurable increase in the physical activity levels of its members.

- There is active monitoring of impact using valid and reliable measurement tools.
- The Hub Co-Ordinator(s) is supported to produce a case study highlighting the journey of the Hub's development, key learnings and challenges.
- Regular meetings are held between the Hub Co-ordinator(s) and key contact to capture ripple mapping.

Criteria 5 – Growth

There is a clear plan for attracting new members and growing the capacity and skills of Hub members.

- The Hub Co-Ordinator(s) has the skills and resource to inclusively promote their Hub activity to engage with more community members.
- Peer led learning is facilitated through linking the Hub Co-Ordinator(s) to other groups or Hubs who can provide mentoring, guidance and/or advice.
- There is a clear development pathway for members who show an interest in developing their skills and experience when considering the facilitation of opportunities to exercise.



Criteria 6 – Sustainability

There is a plan to ensure the Hub can continue to offer opportunities to be active for its members and the wider community post March 2025.

- Tasks and responsibilities are shared between the Hub Co-ordinator(s) and its members to ensure the delivery of activity isn't solely reliant on one individual.
- The Hub Co-Ordinator(s) is made aware of the criteria which is often required to apply for funding.
- The Hub Co-Ordinator(s) is connected to the CVS Community Development Worker and other local key bodies which can provide information, advice and guidance.
- Use of facilities and resources required to deliver the Hubs activity offer are reviewed to access sustainability.
- Recommendations to improve sustainability are discussed with Hub Co-Ordinator(s).

Learning

Initial efforts of peer mentoring were unsuccessful due to a number of reasons including a clash of personalities and a lack of will to work together and share resources. Creating a mentoring opportunity with an Organisation out of the area worked better and was more productive.

Establishing's strong foundations early on is an essential ingredient to a successful working relationship. This will help to ensure everyone is on the same page when considering aims, objectives, limitations and preferred ways of working. To support this, it is recommended that criteria 3 (expectations and support) of the framework is implemented once trust and relationships have been fostered.

Inclusivity when considering data monitoring can be challenging. Some individuals may not be able to participant fully in standardised measurement tools. When using the Sport England Active Lives (short) tool we found that language skills were a barrier for some individuals, alongside not having an email address for a follow up survey to be sent. Some individuals required support from Hub co-ordination partners to complete the survey. In conjunction with this, data provided was not always accurate for those born abroad due to not having a record of birth.

Deep dive into consultation is key – initial consultation highlighted swimming, gardening, walking and cycling as preferred activities. It wasn't until secondary consultation took place that details around the need for swimming lessons as appose to swimming sessions arose. Also, some women did not have the appropriate footwear for cycling/walking, it wasn't until sessions started that the need for funding to support the women to access trainers and/or boots was sourced.

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