

**we  
can  
move**

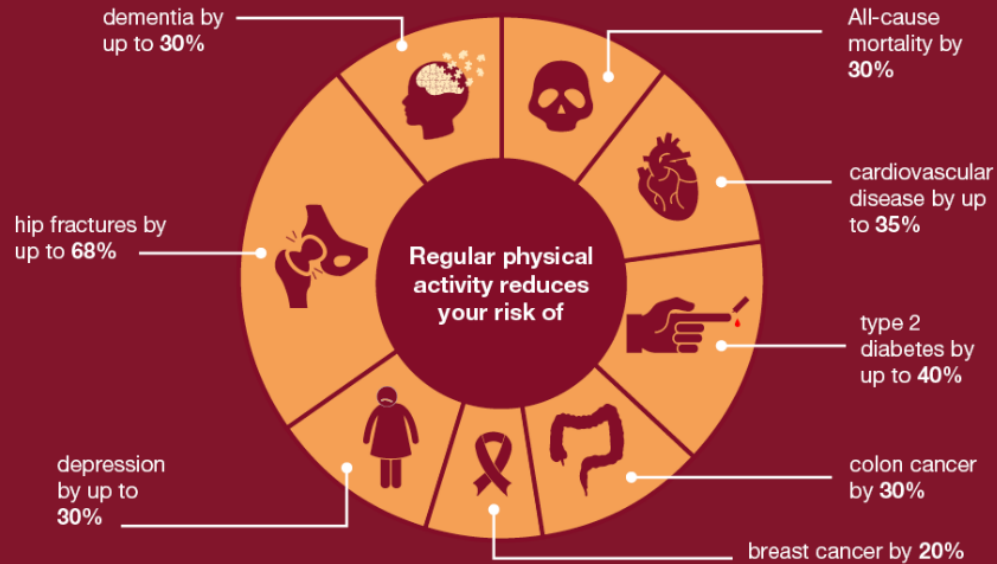
Active Gloucestershire

Tewkesbury Overview & Scrutiny Committee

January 2024



## What are the health benefits of physical activity?



**we  
can  
move**

## How much physical activity should you do?



This can also be achieved by 75 minutes of vigorous activity across the week or a mixture of moderate and vigorous.

All adults should undertake muscle strengthening activity, such as



exercising with weights



yoga



or carrying heavy shopping

at least 2 days a week

Minimise the amount of time spent sedentary (sitting) for extended periods



## Our ambition:

We want to get more people moving and halve inactivity rates in Gloucestershire by 2030.

## Our vision:

Everyone in Gloucestershire living healthy and happy lives.

## Our mission:

We're part an inclusive community that connects and inspires people in Gloucestershire to improve their lives through physical activity.



**BEFORE WCM**  
PRE-2017

Active Gloucestershire

**FOCUS**  
Help the already active, get more active.

Primarily children, young people, schools and sports clubs.

**FUNCTION**  
Programme delivery.



**THE BEGINNING**  
FROM 2017  
GLOUCESTERSHIRE MOVES



**FOCUS**  
Shift to helping the least active, move more.

Received Social Impact Bond to research the best approach to do this. To get people moving more, we needed to:

- use a systems approach
- focus on behaviour change
- create a social movement.



**FUNCTION**  
Gloucestershire Moves started to question whether only programme delivery was the right thing.

Instead, it focused on:



how to support others to get people moving more and change behaviours

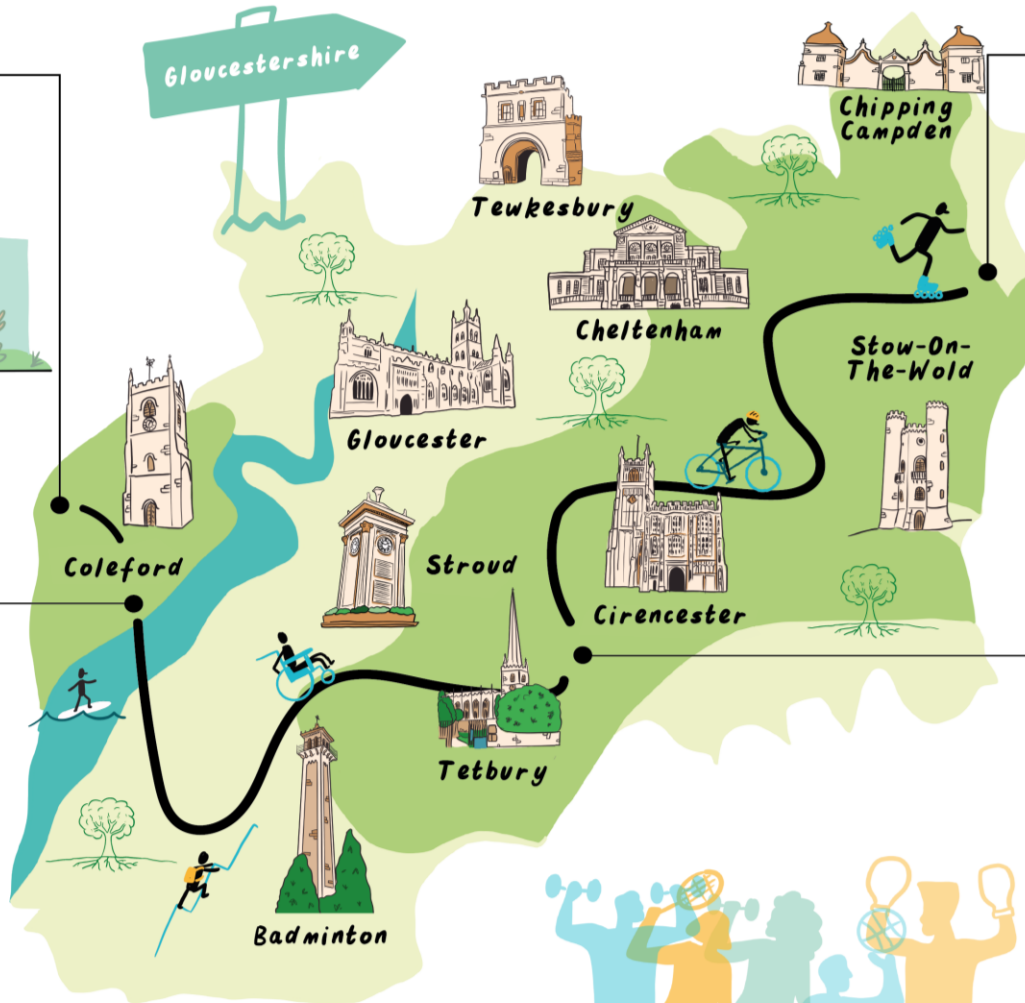


wider advocacy and partnerships



building a place based and community approach.

We tested what we learned from our research, developed a theory of change, and despite losing out on funding for a Local Delivery Pilot from Sport England, we continued our work due to the resilience and commitment from the community.



**EXAMPLES**

**THE FUTURE**  
2022 & BEYOND  
WE CAN MOVE EVEN MORE!



**FOCUS**  
Ensuring the movement is self sustaining and learning is shared.  
Better targeting of interventions, and building equality, diversity and inclusion into the governance of we can move to reduce inequalities.

Shift towards a more holistic approach to movement, to help create a happier and healthier Gloucestershire.

**FUNCTION**  
Build infrastructure and develop mutually beneficial partnerships to support people to be more active, act as a catalyst for connections in the community to make this happen and build capacity to prioritise physical activity.

Build capacity across communities to build their confidence to inspire more people to get active, feel a part of **we can move**, and build an active future together, reducing the barriers to least active.

**THE MOVEMENT**  
NOV '17 to NOW  
WE CAN MOVE



**FOCUS**  
**We can move** became the movement to inspire, connect and enable individuals, communities and organisations across Gloucestershire to help the least active, move more.

**FUNCTION**  
ARC West (University of Bristol) undertook rigorous evaluation to demonstrate the value and impact of the movement. 120 organisations and champions were involved in the evaluation.

Led the way in ripple effects mapping to show movement, growth and the wider impact.

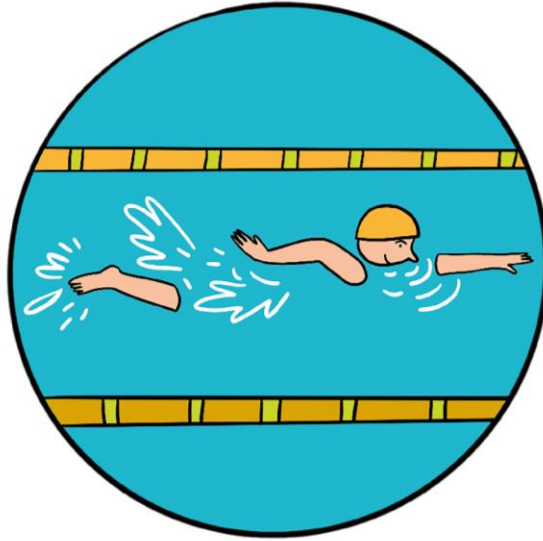
**OUTCOMES**

## 1. SYSTEM WORKING

**'all parts make a difference'**

Driving change through:

- Understanding how the organisations and people work at local and national levels
- Building relationships based on trust to support positive decision making
- Leadership and advocacy across organisations and sectors to develop shared goals



## 2. COLLECTIVE ACTION

**'all people make a difference'**

Strengths, people and place based approach through the we can move movement based on:

- Inspiring community activism to make positive changes
- Taking collective action
- Discovering and collaborating around shared values

## 3. BEHAVIOUR CHANGE

**'everything we do makes a difference'**

Supporting people to make changes to benefit from a more active life through:

- Using theories of behaviour change like the COM-B model
- Focusing on the individual whilst recognising wider system inequalities that impact their behaviour
- Working with people's strengths - 'focusing on what is strong, not what is wrong'



## 4. LEARNING & ADAPTING

**'everything we discover makes a difference'**

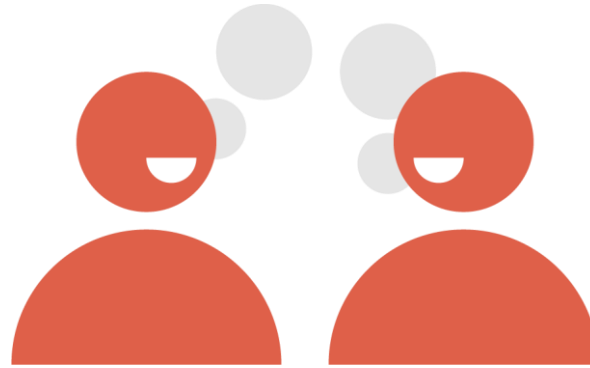
We embed learning throughout the work that we do by:

- Building evaluation in from the beginning
- Adapting to extraordinary circumstances
- Being prepared to get it wrong and understand why



## Inspire

- United behind a common vision, mission values and behaviours.
- Guide a collective strategy.
- Run and promote campaigns that inspire people to be active.
- Facilitate collective advocacy for county policies that promote physical activity.



## Connect

- Help organisations and people to understand the system they are operating in and how we all need to work together to bring about change.
- Facilitate networks and opportunities to bring people together to support each other, collaborate and share good practice.
- Encourage alignment of activities and shared measures that help us all see the difference we are collectively making.



## Enable

- Provide key data, statistics and facts, identify need and share good practice.
- Turn ideas into reality by increasing investment in our sector and county and providing guidance and resources to secure funding/income.
- Provide training, workshops and consultancy which stimulate debate and provide skills/ideas on how to get people active.

# Impact Reports



[2022 Children and Young People Impact Report](#)



[2023 Active Environments Impact Report](#)




# Highlights from across our county in 2023


- Systems working – embedding sport and physical activity into education, health and prevention pathways. Representation on:
  - Gloucestershire Health & Wellbeing Board
  - Enabling Active Communities and Individuals
  - Healthier Communities Together
  - Clinical Programme Boards
  - Lead Teacher Network, Active Inclusion Network, Active Aging Network etc.
- Learning from international good practice e.g. Deakin University as part of a [Winston Churchill Fellowship](#) and application of the approaches to intervention design.
- Our first **we can move** event with over 120 attendees.
- Completion and evaluation of significant projects such as the Together Fund (over £300,000) distributed to community groups, Get out Get Active and Yoga and Activity on Referral.
- A wide variety of skills training and the establishment of the Gloucestershire Skills Board with CIMPSA
- Continuation of project such as – Fall-proof, supporting for Glos Community Rail Partnership, Gloucestershire Funders, [Involve](#) , [It's Your Move](#), [Live Longer Better](#) and embedding youth voice into decision making.
- Securing Sport England *Place* investment of £350,000 to test new approaches.
- Starting the development of a Gloucestershire Active Travel strategy to drive further investment and raise aspiration.
- Testing approaches to upskilling social prescribers to better understand referral routes for sport and physical activity.
- Secured funding for three years as part of plan to establish a national network of Sport Welfare Officers.



# What did this mean for the Tewkesbury Borough in 2023?

- **Gloucestershire Active Businesses:**
    - [Active Businesses Gloucestershire \(activebusinessesglos.org\)](https://activebusinessesglos.org) – active and sustainable transport
  - Tewkesbury Health and Wellbeing / Frailty project (£9,000 funding from Active Gloucestershire's Together Fund) Strength and Balance.
  - Primary Care Networks Strength and Balance Funding (£8,500 from Active Gloucestershire's Get out Get Active programme).
  - Opening School Facilities investment (£4,371 in 2023 and over £10,000 earmarked in 2024).
  - Three new schools in the Creating Active Schools Pilot in 2023, and teachers from two schools trained in Yoga delivery.
  - Physical activity opportunities for children and young people e.g. School Games, Yoga and NHS [Activity on Referral](#).
  - Taking a leading role in the Integrated Locality Partnership (ILP) working with NHS and VCSE partners to support health prevention measures including physical activity e.g. physical activity workshop for the community wellbeing service.
  - Supported Places Leisure to develop a health referral programme linking into social prescribing and know your patch networks.
  - Planning support and guidance for county wide approaches such as the holiday activity fund.
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# And into 2024?

- Grant funding from Active Gloucestershire to support the Tewkesbury Borough Council to fund charities and community organisations to provide opportunities for people to be active.
  - Targeted funding and support for disabled young people to be active.
  - Expansion of the Creating Active Schools Framework across the county
  - Working across the health and wellbeing system to make being active easier using a range of approaches including training, evaluation and support.
  - Responding to local needs e.g. growing local population and the need for facilities and clubs. Access to [storm damage funding](#) from Sport England.
  - Supporting Integrated Locality Partnership projects and interventions for sport and physical activity.
  - Live Longer Better new co-designed approaches / interventions.
  - For businesses – Support your staff to Get Active [link](#)
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# What could we do more together in 2024?

- Direct clubs, community organisations and people to our [advice clinics](#).
  - Ensure clubs and community groups are accessing national grants e.g. Sport England small grants and crowd funding.
  - Come along to our second **we can move** event (save the date 9<sup>th</sup> May 2024 – open to VCSE, Statutory and private sector).
  - Support for Sports Clubs to be inclusive, safe and welcoming funded as part of Sport England's network of Welfare Officers.
  - Further referrals to Activity on Referral and social prescribing.
  - How can we support new developments to design in physical activity.
  - Development of our workforce plans (including capacity building, behavior change, training, podcasts and resources).
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