

**Report to:** **STRATEGIC COMMISSIONING BOARD**

**Date:** 23 October 2019

**Reporting Member / Officer of Strategic Commissioning Board** Councillor Eleanor Wills – Executive Member (Adult Social Care and Population Health)  
Doctor Asad Ali, CCG Board Co-Chair  
Jeanelle de Gruchy, Director of Population Health  
Debbie Watson, Assistant Director of Population Health

**Subject:** **TAMESIDE & GLOSSOP LOCAL PILOT - INCREASING PHYSICAL ACTIVITY THROUGH ACTIVE NEIGHBOURHOODS**

**Report Summary:** Greater Manchester was selected as one of 12 Local Delivery Pilots by Sport England in December 2017. This followed a competitive, 12 month application process. The Local Pilot work forms an important strand of the implementation of Greater Manchester Moving, and will test and explore what it takes to secure population scale change in physical activity behaviour.

The work is focused on three key audiences:

- Children and young people aged 5-18 in out-of-school settings.
- People out of work and people in work but at risk of becoming workless.
- People aged 40-60 with, or at risk of, long term conditions: specifically cancer, cardiovascular disease and respiratory disorders

Tameside & Glossop has been allocated £767,931 towards reducing inactivity amongst our residents. The funding has been provided from Sport England via Greater Sport. The local model of delivery, implementation plan and the proposed funding mechanisms, with suggested local lead organisations was presented to Greater Sport in June 2019 and accepted. This report sets out the proposed local model of delivery of this programme using the principles of co-design.

**Recommendations:** Strategic Commissioning Board is asked to:

Note the £767,931 funding allocated to Tameside and Glossop from Greater Sport and approve the proposed programmes as detailed in section 5. The proposed funding allocation distribution is detailed below:

- a) To agree that £200,000 of the funding is awarded directly to Action Together from Greater Sport for distribution in communities.
- b) To agree that £96,000 of the funding is awarded directly to High Peak Borough Council from Greater Sport for delivery of Glossop programmes.
- c) To agree that £120,000 of the funding is awarded directly to Active Tameside from Greater Sport for scale up of the Live Active Programme.
- d) To agree that £351,931 is allocated to Tameside Council.

**Financial Implications:  
(Authorised by the statutory  
Section 151 Officer & Chief  
Finance Officer)**

<b>Integrated Commissioning Fund Section</b>	Section 75 : £ 141,931 Aligned : £ 210,000
<b>Decision Required By</b>	<b>Strategic Commissioning Board</b> Population Health : £ 141,931 <b>Executive Cabinet</b> Growth : £ 140,000 Operations and Neighbourhoods : £70,000
<b>Organisation and Directorate</b>	<b>Tameside MBC</b> Population Health (SCB) Growth (Executive Cabinet) Operations and Neighbourhoods (Executive Cabinet)
<b>Budget Allocation</b>	Grant Investment of £ 351,931 phased over 2 years as detailed in section 7.1 The total investment is to be allocated : £ 141,931 to Population Health £ 140,000 to Growth £ 70,000 to Operations and Neighbourhoods
<b>Additional Comments</b> The report provides details of £767,931 grant funding allocated by Sport England (via Greater Sport).  £ 351,931 will be allocated directly to the Council via the details within section 7.1 of the report and as summarised above to each respective Council directorate. The balance of £ 416,000 will be allocated directly by Sport England to the Active Tameside, Action Together and High Peak Borough Council.  It is essential that the grant allocated to the Council and related outcomes are monitored in accordance with the terms of the grant conditions.  In addition, an evaluation of the respective schemes should be reported to Members during and at the end of the programme to ensure related performance metrics are delivered.	

**Legal Implications:  
(Authorised by the Borough  
Solicitor)**

One of the Strategic Commission Board's priorities is to increase physical activity and wellbeing to address significant increasing demand on resource intensive services. This report sets out how best funding can be spent to deliver value for money.

**How do proposals align with  
Health & Wellbeing Strategy?**

The proposal aligns with the Starting Well, Living Well and Ageing Well programmes.

**How do proposals align with  
Locality Plan?**

The service links into the Council's priorities for People:-

- Help people to live independent lifestyles supported by responsible communities.
- Improve Health and wellbeing of residents
- Protect the most vulnerable

**How do proposals align with  
the Commissioning  
Strategy?**

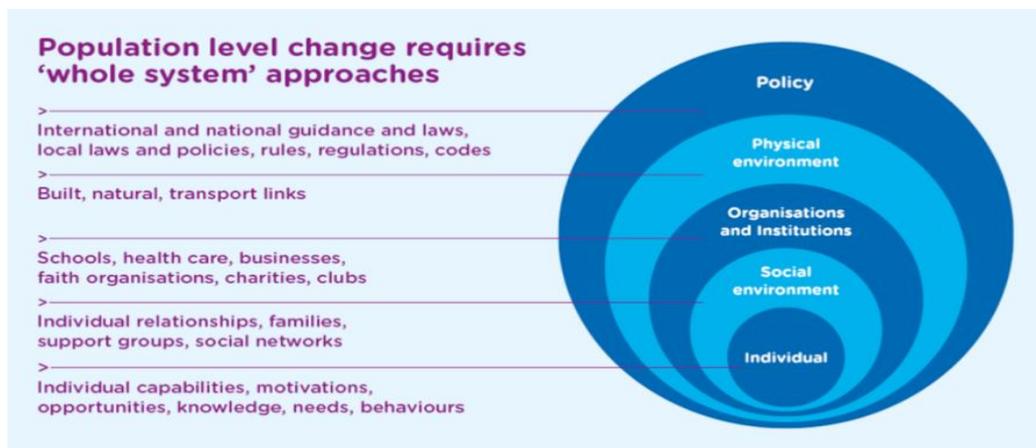
This supports the 'Care Together Commissioning for Reform Strategy 2016-2020' commissioning priorities for improving population health

<b>Recommendations / views of the Health and Care Advisory Group:</b>	This report has not been presented at the Health and Care Advisory Group.
<b>Public and Patient Implications:</b>	The proposal has been informed by extensive consultation, engagement and co-design with residents.
<b>Quality Implications:</b>	The proposal will support quality outcomes for people to be more active.
<b>How do the proposals help to reduce health inequalities?</b>	The proposal is focused on increasing physical activity in underrepresented groups, thus reducing health inequalities.
<b>What are the Equality and Diversity implications?</b>	There are no equality and diversity implications associated with this report
<b>What are the safeguarding implications?</b>	There are no safeguarding implications associated with this report.
<b>What are the Information Governance implications? Has a privacy impact assessment been conducted?</b>	There are no information governance implications associated with this report. A privacy impact assessment has not been carried out.
<b>Risk Management:</b>	Risks will be identified and managed by the Project Steering Group
<b>Access to Information:</b>	The background papers relating to this report can be inspected by contacting Debbie Watson, Assistant Director of Population Health  Telephone: 07970 456 338  e-mail: <a href="mailto:debbie.watson@tameside.gov.uk">debbie.watson@tameside.gov.uk</a>  Or Annette Turner, Population Health Programme Manager  Telephone: 07970 456 338  e-mail: <a href="mailto:Annette.turner@tameside.gov.uk">Annette.turner@tameside.gov.uk</a>

# 1 INTRODUCTION

- 1.1 There is compelling evidence that physical activity and sport contribute to physical and mental wellbeing, individual development, social and community development and economic development. Being active makes a significant contribution to the happiness, health and wealth of the people of Greater Manchester. Physically active children and young people are more likely to do better academically. An active population drives a stronger economy and has a positive effect on employability and productivity. Active environments contribute to the reduction of carbon emissions and air pollution.
- 1.2 **Scale of the Challenge in Tameside:** Almost a third of Tameside is physically inactive, as is 26% of Glossopdale. This means they undertake no physical activity whatsoever, or activity that is at an insufficient level to avail of the health benefits. This impacts on their life, the lives of their family and friends and on the services being delivered within Tameside. This figure is higher for groups under-represented in activity such as females, people with disabilities, people with low incomes and Black and Minority Ethnic populations (BAME). These health inequalities are contributing to an estimated cost of £26 million per year to health services. Physical inactivity is linked to many long term conditions such as Type 2 Diabetes, Cardiovascular Diseases and some cancers. Around 6% of premature mortality is directly attributable to inactivity, and for 30% of all-cause mortality inactivity is a contributing factor.
- 1.3 Greater Manchester was selected as one of 12 Local Delivery Pilots by Sport England in December 2017. This followed a competitive, 12 month application process. The Local Pilot work forms an important strand of the implementation of Greater Manchester Moving Strategy and Implementation Plan<sup>1</sup>, and will test and explore what it takes to secure population scale change in physical activity behaviour.
- 1.4 The work is focused on three key audiences:
- Children and young people aged 5-18 in out-of-school settings.
  - People out of work and people in work but at risk of becoming workless.
  - People aged 40-60 with, or at risk of, long term conditions: specifically cancer, cardiovascular disease and respiratory disorders
- 1.5 The whole system approach to health improvement and lifestyle change is championed by GM Moving and Greater Sport, and recognises that in order to deliver population level change we must consider and challenge at all levels of the system. This approach can best be explained through the diagram below:

**FIGURE 1: Whole System approach to increasing physical activity**



<sup>1</sup> <https://www.greatersport.co.uk/get-active/23gmmoving-the-plan-for-physical-activity-and-sport-2017-21>

- 1.6 The biggest gains and the best value for public investment can be found by addressing those who are least active. For the remaining majority of residents who do meet recommended guidelines for physical activity, we have a responsibility to ensure the opportunities for physical activity continue to be improved and expanded upon.
- 1.7 Tameside & Glossop have a high number of neighbourhood 'spaces' to be active; whether that be high quality gyms, great parks and countryside or the numerous private facilities such as tennis, archery and cricket clubs. Alongside these physical assets there are a wide range of clubs and organisations that promote physical activity amongst their members; these range from local Veterans Bowling Clubs, Junior Football Clubs, Guides and Scouts and the successful Park Runs/Junior Park Runs. Despite all these assets and activities that are available to residents, there is still a significant number who do not access them for a variety of reasons. The implementation plan for Tameside local pilot seeks to unblock the systemic barriers across policies, environments, organisations and institutions, effect visible change in deep rooted social environments, and challenge the motivational barriers to individuals.

## 2 TAMESIDE & GLOSSOP LOCAL PILOT INVESTMENT

- 2.1 Tameside & Glossop has been allocated £767,931 towards reducing inactivity amongst our residents; of this £96,000 has been allocated for projects within Glossop. The funding has been provided from Sport England via Greater Sport.
- 2.2 The principles of investment for the Local Pilot work in GM as highlighted below:

**FIGURE 2: Principles of investment for local delivery pilots**



- 2.3 Guidance has recently been released by Greater Sport on the information requirements to secure release of the investment, and is in-keeping with the aim of offering flexibility on the format of any submission, recognising that each locality will need to take their plans for their own locality governance process. Funding can be distributed directly by Greater Sport to organisations within a locality as well as to the Council or CCG.

### 3.0 PROGRAMME DESIGN AND LOCAL ENGAGEMENT

- 3.1 Glossop and Tameside are currently linked through the lead officers (Tameside Population Health and Active Derbyshire County Sports Partnership), and are ensuring that knowledge and learning is regularly shared between areas.
- 3.2 The Strategic Commission was successful in securing a place on the national [Design in Public Sector](#) programme; offered in partnership with the Local Government Association and the British Design Council. The teams of the Local Pilot have employed Design Council methodologies across the work in both Tameside and Glossop. The [Double Diamond](#) approach is deep rooted in co-design principles and is helping the respective teams to unpick the challenges and opportunities systematically, with an iterative process of ideas generation, clustering, theming, prioritising and planning. The purpose of the double diamond process is to fully understand what the 'thing' is we are trying to answer, rather than looking for a solution to what we believe the 'thing' to be. At present the co-design process is taking place with strategic stakeholders. This represents the first 'Diamond' of the Double Diamond process. This means the team has reached the mid-point; the brief of 'the ask'. The second 'diamond' of the process is where the design of the solution begins with end users. This will mirror the iterative approach and will seek to co-design the best possible solution to the defined question. The ongoing co-design approach is a fundamental principle, and will continue throughout the lifetime of the programme, and ensures compliance with the principles of investment.
- 3.3 Glossop has formed three working groups, one for each of the target audiences, who have undertaken fact finding exercises to establish which of one, two or all of the target audiences they intend to work with, and how they may enable the flow of money depending on the outcome of those decisions. A Glossopdale Moving Steering Group has been appointed to oversee the programme. A more detailed update from Glossop can be found in Appendix 1.
- 3.4 The local pilot work forms a large component part of the whole systems approach to physical activity; therefore future proposals will be driven by the Tameside Active Alliance, with a commitment to reporting back to the Health and Wellbeing Board on a regular basis. This allows the local pilot plans to be rooted in the wider work to tackle inactivity at a population level.

### 4.0 THE ACTIVE NEIGHBOURHOOD MODEL

FIGURE 3: The Active Neighbourhoods Model

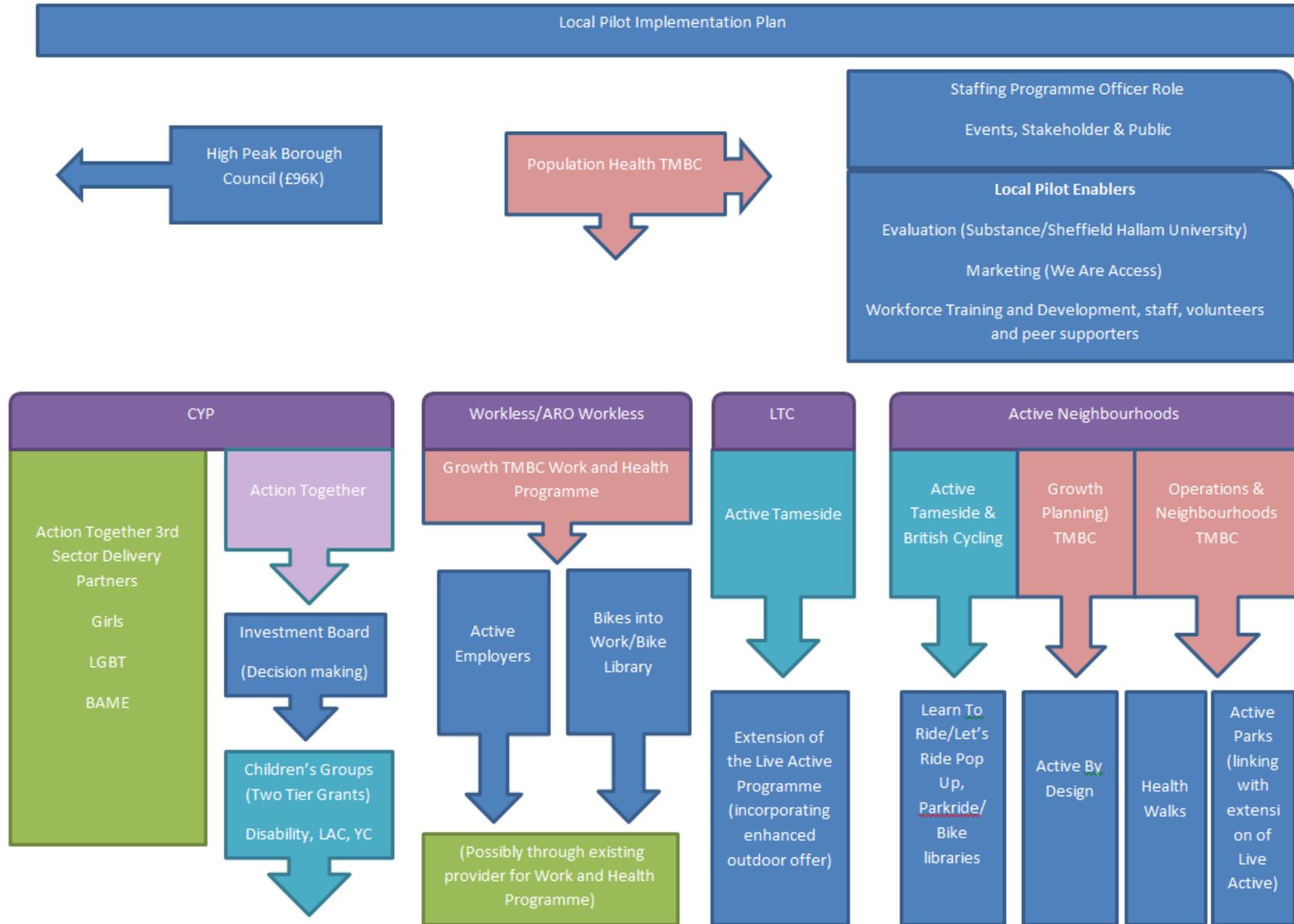


- 4.1 The Principles of Active Neighbourhoods for Tameside have been developed by bringing together key elements from a range of sources. This includes Sport England Active Design, Made to Move and Beelines, GM Moving Blueprint for Physical Activity, and the insight generated through 10GM, a collaboration of the third sector representative organisations of Greater Manchester. The intention of the model is to ensure activity is accessible for all, there is a good awareness of the opportunities to move more, and that there are the amenities to make it possible. The implementation of the Active Neighbourhoods model will be led through the Tameside Active Alliance, and will form the blueprint for increasing physical activity in Tameside. This sets out the local context for the local pilot work.
- 4.2 The approach seeks to bring shape and direction to the strategic partners of the Active Alliance, in order that they may work together in the pursuit of our common goal. Extensive engagement has been carried out to inform the model outlined in Appendix 2.

## **5.0 IMPLEMENTATION PLAN/COMMISSIONING INTENTIONS**

- 5.1 A Local Pilot implementation plan has been developed detailing the areas of investment and potential programmes of work. The implementation plan is detailed below in Figure 4. This approach, implementation plan and the proposed funding mechanisms, with suggested local lead organisations was been presented to Greater Sport in June 2019 and accepted.

**FIGURE 4: Tameside & Glossop Local Pilot Implementation Plan**



## 6.0 CHILDREN AND YOUNG PEOPLE PROGRAMME – LEAD ORGANISATION ACTION TOGETHER

- 6.1 In recognition of the need for bespoke, flexible arrangements to support the test and learn approach to whole systems change, Greater Sport appreciates that each locality will have several channels through which they propose to distribute funds. In line with the development of the proposed implementation plan, opportunities to create direct flows across the whole system have been considered. This aims to remove any barriers to the fast and effective mobilisation of programmes, and supports a lean approach to the process.
- 6.2 For the Children and Young People programme it is proposed that Action Together act as a delivery partner, managing the programme and utilising the existing Community Wellbeing Investment Board in the approval and distribution of small investment funds. Where any small investment scheme decision making takes place with regards to Local Pilot monies, a Sport England representative Khattir will offer a consultative role to ensure compliance with the funding principles.

**FIGURE 5: Proposed funding allocation direct to Action Together**

Organisation	Detail	Year 1 £'000	Year 2 £'000	Total £'000
Action Together	Small Investment Scheme	30	30	60
	LGBT+Welcome**	25	0	25
	BAME**	25	0	25
	Barriers for Girls	45	45	90
<b>Total</b>		<b>125</b>	<b>75</b>	<b>200</b>

- 6.3 The approach towards engaging children and young people in physical activity is to address the barriers, whether real, perceived, physical or attitudinal, for children from under-represented groups participating in activity. This includes looked after children, young carers, Lesbian, Gay, Bisexual and Transgender Plus children and young people (LGBT+), Black and Minority Ethnic people and those with a disability. Within these groups and the wider population of children and young people is addressing girls specifically, as being less well represented than boys, and dropping out of activity at a younger age. An early fact finding engagement piece was undertaken with the Children and Young People's Forum to guide the start of this work. The output of this can be seen in appendix 2.
- 6.4 We propose that £200,000 be directly allocated to Action Together via Greater Sport, as our designated third sector representative organisation, to act as our delivery partner over the two year period. The work will entail a combined approach to unpick systemic barriers, which will then dovetail into small investments for groups and organisations to push through barriers to participation and true integration, as well as micro-investments to unblock specific barriers for individuals.
- 6.5 The brief for these children and young people Programmes will stipulate compliance with the overarching investment principles of co-design, and would require that organisations work with local young people from within the defined groups, utilise local assets, and offer sustainability/legacy beyond the initial funding period. The intention of the multi-layered approach is to unlock the potential within the system, and is not intended for use in putting on more activities (unless groups request it), rather it must work holistically with children and young people to generate an inclusive environment for engagement in activity and movement.
- 6.6 A component part of the approach will be a community investment programme. This will offer community investment for groups/clubs to expand existing programmes to welcome and integrate under-represented groups in whichever way they and the group chose to

design it. Encouragement would be given to seek out opportunities to join up funding from other sources, for example, linking in with satellite clubs, other health and community initiatives and or potentially sponsorship from local businesses.

- 6.7 The small investment will also aid young individuals from under-represented groups to access the necessary equipment, e.g. trainers or boots, walking poles, sports bras, culturally appropriate swimwear, chest binders, active wear, a bike, scooter or skateboard, knee pads, helmet etc. This could also be accessed to offset against gym membership, if so desired. A condition of the small investments is that all young people between 16-18 wishing to avail of it, or join the activities, be encouraged to use active travel and utilise the offer of the Mayor's Opportunity Pass (beginning in September 2019). It is proposed the scheme will operate on a voucher scheme with a number of approved providers/stockists, to enable the tracking of purchases from a list of agreed items. In the case of items that are likely to be in higher demand, it may be possible that a bulk purchase could be made and held by a delivery partner. Where items are not of a personal nature (such as bats, racquets, shin pads etc) it may be that these can be purchased and owned centrally by Tameside Sports and Physical Activity Network on the understanding that they can be loaned out to individuals on a long term basis through an equipment library. Where an individual can evidence consistent use over an extended period; and option to buy the item for its market value could be considered at the end of its hire life.

#### **Looked after children and Young Carers**

- 6.8 When working with our Looked after Children/Children on the edge of care and Young Carers, (appendix 2) insight showed that they were interested in many universal activities. The cost is a major prohibitive factor in accessing mainstream activity, as is an inability to commit to regular club sessions over a period. Children who took part on the engagement sessions advised that they didn't want to be singled out or highlighted as being different. For many this means unblocking the financial barriers to participation that their family/home circumstances place them in. Being able to join a group, club, or gym, or being able to get hold of the bike, kit, sports bra or other means to take part was the ask, as was the possibility of simply being able to get a 'plus one' ticket to bring a friend. Work with clubs to help understand that inability to commit consistently when home life is unstable was also of value.

#### **Children with a Disability**

- 6.9 We know that the local offer of activities for children with a disability is highly developed and well used, in particular that which is provided through Active Tameside's existing Everybody Can programme. According to the Activity Alliance (Disability Inclusion Sport) report [Taking Part with Disabled People](#), however, over 40% of adults with a disability or long term condition in Tameside are inactive. Small investments in clubs and societies to become more confident in supporting children with a disability, learning how to better integrate children with differing levels of ability, and supporting parents and children to work in partnership with clubs represents a potential opportunity.
- 6.10 Active Tameside is currently developing a Sports and Physical Activity Network to help with the development of local clubs. The network will provide a conduit through which to promote, support and enable clubs to adopt inclusive policies and increase equity and welfare standards (for all groups). Small investments will be offered to clubs, promoted via the network, with disbursement through Action Together. This would be intended to assist in the development of equitable and inclusive offers for children with differing abilities (or who are under-represented). A condition of the investment would be that clubs comply with local pilot investment principles and co-design their offer with the children, their families, and a nominated organisation/charity with specialised knowledge in the field. Participating clubs should agree to actively share their learning with other organisations via the Sports and Physical Activity Network, which will in turn support the learning network between participating clubs.

### **Lesbian, Gay, Bisexual and Transgender + (LGBT+)**

- 6.11 Insight which may be found in (appendix 3) was undertaken with a local LGBT+ Youth Group through a poster making exercise. This showed that children and young people from this group report a sense of lack of belonging in some traditional activity settings. In addition to what the posters indicated, an online survey showed 100% of respondents had been victims of homophobia in activity settings and in school PE. This survey was repeated with adults who confirmed that homophobia in these settings remained a worry in adulthood. These children reported feeling worried about being stared at, being the victims of verbal or physical abuse. They were also worried having to expose their bodies in a way that makes them feel uncomfortable, and also worry about picking toilet and changing rooms on the basis of gender.
- 6.12 This corroborates insight from [Pride in Sports](#) and [Out on the Fields](#). Children reported that they may choose to avoid places and activities linked to sport and physical activity in out of school settings where there is a possibility of encountering children who bully them for their gender or sexuality in school. The posters also showed that some children felt safer and more comfortable/pretty online than in 'real life'. Enabling work must seek to address attitudes of non LGBT+ children, and seek ways to educate and celebrate difference to make the active environment more welcoming.
- 6.13 Concerns about members of staff, volunteers and other users of clubs and facilities not understanding or supporting their use and participation is also a perceived barrier. The insight points towards the development of a 'Pride in Movement' programme that seeks to work with activity settings, clubs and societies, but also with other children and potentially the perpetrators of bullying to increase tolerance, understanding and inclusion of LGBT+ children and young people in activity.
- 6.14 The development of a programme to establish an LGBT+ welcome and inclusion policy across clubs and facilities, co-designed with children and young people (both LGBT and Non-LGBT) is proposed.

### **Black and Minority Ethnic (BAME) Girls**

- 6.15 An existing Sport England project to increase physical activity amongst the BAME community is already underway with the 15+ age bracket. We propose that Local Pilot funding be used to complement this, with additional focus on BAME girls. The current work being undertaken, insight from Diversity Matters North West, and the recent report from [Sporting Equals](#) suggests that the main barriers to BAME to females accessing activity that are different from the generic barriers of time and cost are;
- Transport (11% for women and only 1% for men)
  - Cultural barriers (12% rising to 15% when including clothing specifically versus 1% for men)

Whilst the focus of the local pilot is children aged 5-18, the circumstances and confidence levels of the women in the community are a major influencing factor. In order to activate young girls we must first consider how we can unlock barriers for their mothers. The BAME aspect of the programme will therefore seek to co-design better access to the existing opportunities by addressing these barriers. This could be through confidence building around active travel and use of public transport, and could also include ways to create hyperlocal opportunities for activity that isn't overlooked. It may also look at expectations around dress e.g. for culturally appropriate cycling. .

### **GIRLS**

- 6.16 Girls are becoming increasingly under-represented in physical activity, with the drop off in interest occurring at an earlier age than in previous years. Insight from Sport England and the [Women's Sport and Fitness Foundation tells us that that barriers for participation are practical, personal, social and cultural](#). These are based around a number of attitudes and beliefs that include physical activity being unfeminine, that it's for boys or for talented

'sporty' girls. The fear of failure and competitiveness of activity in school is off putting, there are too few female role models, and body/image and confidence are all significant barriers, and those which for many, remain true into womanhood.

- 6.17 It is proposed that the programme with girls has reach across each of the under-represented groups as well as having implications for the wider female population. It is therefore one of the more complex programmes of work. As such Action Together will allocate a proportion of the funding to specific programmes.

**7.0 WORKLESS/AT RISK OF WORKLESSNESS PROGRAMME – Lead organisation Tameside Council**

- 7.1 With the Board's approval it is proposed that the total funding to be received direct by the Council will be £351,931 and allocated as follows:

**FIGURE 6: Financial Analysis where Tameside Council is the Lead Organisation**

Directorate	Detail	Year 1 £'000	Year 2 £'000	Total £'000
Population Health	Project Staffing	36	36	72
	Events	5	5	10
	Programme Enablers (Marketing, Workforce, Evaluation)	30	30	60
Growth Directorate	Planning Active Design	10	0	10
	Work and Health programme (Active Employers & Bikes into Work)	65	65	130
Operations & Neighbourhoods	Active Neighbourhoods	30	40	70
Total		<b>176</b>	<b>176</b>	<b>352</b>

It is proposed that a proportion of the funding be allocated to the Growth Directorate to link with the current Work and Health Programme and similarly related programmes. The funding from the local pilot will be aligned with the investment from the Living Life Well Programme for mental health, and that the outcomes of the local pilot investment focus on increasing physical activity specifically amongst individuals for whom mental health problems pose a risk to current employment, or else are the biggest barrier to re-entering the workforce.

**Bikes Into Work**

- 7.2 A 'Bikes into Work' scheme is suggested for those who are workless, inactive and for whom the expense of travel on public transport or lack of car ownership may be a barrier to accessing potential job opportunities. The primary conversation/offer will be around the use of a bike to widen the sphere of work, volunteering and social opportunities, but the intended outcome will be regular bike usage for any reason.
- 7.3 Access to a bike would not be conditional in relation to the offer or acceptance of employment. The bikes will be free to access on a short to mid-term basis and could be offered alongside learn to ride sessions and basic bike maintenance training. Bikes will be purchased new, or obtained via Transport for Greater Manchester and the Police reclaimed bikes scheme.

### **Active Employers**

- 7.4 An Active Employers Programme, fitting in with the Active Neighbourhoods Model, is proposed for the at risk of worklessness priority group. This programme of work would be designed to give structured and practical support to Small to Medium Enterprises (SME) to embed an Active Workplace approach to improve staff health. This would be developed in partnership with SMEs, Greater Sport ([employing their principles for Active Workplaces](#)) and TfGM, and would incorporate aspects of active travel, sign up to a Cyclescheme, amongst a variety of other ways to engage inactive staff in movement throughout the working day.
- 7.5 In addition participating employers could be helped to access funding to enhance their ancillary facilities for active travel, which in turn will increase their appeal as an employer. This strand of the local pilot proposal appears most relevant to the Working Well Early Help programme, which presently offers support to SME's to improve conditions for staff at risk of falling out of work. Additional capacity in this area is suggested to deliver structured programmes to employers to supporting staff to be active. The allocation for this programme is suggested as a part funded post.
- 7.6 The post will deliver on the Clean Air/Healthy Spaces agenda, linking in with four of their 10 recommendations as follows;
1. Walk or Cycle More
  2. Catch the bus, train or tram
  3. Car share
  4. Retime your commute

### **8.0 LONG TERM CONDITIONS PROGRAMME – Lead organisation Active Tameside**

<b>Organisation</b>	<b>Detail</b>	<b>Year 1 £'000</b>	<b>Year 2 £'000</b>	<b>Total £'000</b>
Active Tameside	Upscale Live Active*	40	40	80
	Learn To Ride	20	20	40
Total		60	60	120

- 8.1 For the Long Term Conditions work and the cycling aspect of Active Neighbourhoods it is proposed a direct funding award from Greater Sport be made to Active Tameside.

#### **Live Active Expansion**

- 8.3 This allocation is for scale up of the award winning Live Active scheme (Exercise on referral), and would form funding for additional staff at Active Tameside to increase capacity which is presently at capacity of 2000 people with long term conditions per year. This will be linked again with the Active Neighbourhoods model and will focus on delivery in a range of outdoor/community and non-traditional settings for physical activity. This includes Active Parks, Active Bluespaces, Active Shared Spaces and will incorporate encouragement of active travel to the programme destinations as a component part of the activity itself.

### **9.0 ACTIVE NEIGHBOURHOODS – lead organisation Tameside Council/ Active Tameside**

#### **Health Walks**

- 9.1 The Active Neighbourhoods approach incorporates funding for a number of smaller programmes primarily linked to Active Parks. This will comprise the development of Health & History Walks/Nature Trails/Story Walks in conjunction with the GM Moving Walking Programme, increased numbers of volunteers, and delivering with a number of strategic

partners. This will also incorporate work around encouraging people to visit the parks by non-car modes using a 'Feet First/Daily Toddle/Daily Mile' initiative to encourage young people to walk with their families and ask parents to leave the car at home.

### **Learn to Ride**

- 9.2 Under the Active Parks Banner Active Tameside and British Cycling will join forces to deliver Let's Ride Pop Up events in parks, at the cycle track, and in Active Shared Spaces such as town centres. This aspect of the allocation is proposed to be awarded direct to Active Tameside to work in conjunction with British Cycling to provide branding, infrastructure and event support, alongside Active Tameside's coaching staff capacity and equipment use. This will be a commissioned piece of work and would be strategically linked to other cycling programmes in consultation with the Strategic Walking and Cycling group. The family focussed learn to ride events would springboard onto additional programmes of guided rides in accordance with British Cycling's wider offer, e.g Breeze rides for women. These events would be used to raise the profile of cycling and would link into a further plan to create cycling 'buses' along selected school routes, link into bike pods in the parks (where anybody could borrow from a bike library), and in due course link in to 'Parkride', a regularly run volunteer led initiative emulating the parkrun model.

### **Active Parks**

- 9.3 The remainder of the Active Parks allocation is intended for the reframing of Tameside parks as 'Superactive' spaces, where residents are enabled to utilise the space better for active pursuits, where active interactions between clients and key workers are supported, and where users are encouraged to dwell longer through an enhanced social and healthy food offer. This will be designed in conjunction with park and service users, 'Friends of' groups, sporting, dance and gardening societies, and independent providers of activity based sessions to establish what they require to be able to support increased activity. This will potentially incorporate enhancements to park infrastructure or the offer of additional equipment hire/storage on site, e.g. hire of a PA for delivery of dance sessions, additional lighting/shelter or cover around a MUGA, games for hire, track/circuit marking.
- 9.4 In line with the Active Spaces and Places aspect of the Active Neighbourhoods model, engagement with the Food Strategy Partnership will be undertaken to develop an Active Spaces Healthy Food Specification for vendors, to ensure they offer balanced choice for people and families being active, join the refill scheme to offer those being active access to fresh drinking water (and commitment to reducing single use plastic bottles) and where present, agree access to toilet facilities for park users without the need to make a purchase, or else agree to be key holders for the park's toilet facilities (where present) as part of agreement of the contract. Likewise for the food offer for events, vendors would be required to provide a balanced offer for healthy food choices, and be discouraged from single use plastics in favour of sustainable materials.

### **Active By Design**

- 9.5 A component part of the Active Neighbourhoods approach is the employment of Sport England's Active Design Principles. We propose to develop a Tameside 'Active By Design Guide' for planners to see how they may practically support increasing activity through development of the built environment. This supports the Health in Planning Local Plan topic paper.
- 9.6 Two workshops with the public at the Partnership Engagement Network sought input on the approach; the output of this can be seen in appendix 2.

## **10.0 ENABLER PROGRAMMES**

- 10.1 Through the overarching GM work being co-ordinated by GM Moving, a proportion of the investment must be allocated to the support of three enabler programmes, namely;

- Social Marketing
- Evaluation
- Workforce Development

These workstreams are led centrally, with bespoke arrangements being devised in localities in partnership with GM Moving.

### **Social Marketing**

- 10.2 The 'That Counts!' campaign has been co-designed in consultation with a cross-locality team, informed by insight commissioned from Britain Thinks who undertook research with the Greater Manchester inactive public. The core campaign was commissioned by Greater Sport and was secured by a multi-agency collaboration operating under the name 'We Are Access'. Localities have the option to increase campaign weight utilising a proportion of their allocated funds. Core activities such as broadcast media will be led centrally, with localities working up bespoke campaign plans built around their planned activities utilising local channels. A multi-agency team of individuals with responsibility for communications and campaign planning from partner organisations is currently engaged to develop the local plan utilising all relevant partner channels and drawing on existing budgets to complement and optimise local pilot spend.

### **Evaluation**

- 10.3 Greater Sport commissioned an overarching evaluation partner; a collaboration between Substance, Sheffield Hallam University and Cavill Associates. The evaluation is being co-designed with the local project team.

### **Workforce Development**

- 10.4 Increasing the capacity and capabilities of the voluntary and paid workforce across the system is an expectation of effecting population level change. As such a programme of work to upskill and empower the workforce is underway. Localities can access a core offer through the central funding in Greater Manchester for workforce, but may also commit additional monies to secure training specific to their planned programme of work. In the case of Tameside a proposed area of focus is with key workers across Mental Health/Worklessness programmes. This would ensure staff are conversant in the benefits of physical activity specific to their client group, are confident in motivational interviewing, and that signposting/pathways into activity are understood.
- 10.5 In addition to this, workforce development amongst paid and voluntary staff in club settings will be offered to increase understanding around inclusion for under-represented groups, tackling the barriers, and finding ways to actively recruit those who may traditionally lack a sense of belonging to a particular activity.

## **11.0 FINANCIAL INVESTMENT AND PROGRAMME IMPLEMENTATION – GLOSSOP - £96,000**

- 11.1 The Glossopdale Moving Steering Group have now formed to provide the governance function for the Glossopdale work as part of the GM local pilot. This group will agree the scope and mandate for the work; commit resources; engage stakeholders across the system; monitor development and delivery of interventions; work with the evaluation provider; and, hold the work to account.
- 11.2 The group and wider partners have examined the feasible options for different organisations to draw down the local pilot funding and have agreed that High Peak Borough Council is best placed to receive the funding. High Peak Borough Council will be responsible for the necessary reporting to Greater Sport and sign the delivery partner arrangement with them. However, funding decisions will be agreed by the Glossopdale Moving Steering Group as per the terms of reference for the group. The Project officer

within the Strategic Commission will be closely sighted on the Glossopdale work, give appropriate support and will have a seat on the Glossopdale Steering Group.

## **12 CONTRACTUAL ARRANGEMENTS**

- 12.1 Given the above plans to facilitate direct and indirect access of funds consideration has been given to the necessary contractual arrangements of the implementation plan. Sport England lead with a head contract held between them and Greater Sport, with Greater Sport having a secondary Delivery Partner Agreement (DPA) contract to be signed by local partners. Each organisation receiving funding is required to sign the DPA in order to access funding down.
- 12.2 In consultation with Legal, some aspects of the contract have been reviewed; since they did not fully reflect the nature of the programme, a concern was raised around the possibility of Greater Sport/Sport England wishing to clawback funding where programmes did not deliver (through a breach in the terms of Annex 5 of the agreement). Given that the GM Moving ethos is that of test and learn this seemed incongruent with the principles of the work, therefore discussions were held between a TMBC Legal representative and Greater Sport, to clarify the position and make the relevant amendments to the agreement.
- 12.3 The current wording of the DPA does not offer the appropriate flexibility to entirely eliminate risks to the delivery partner since it is worded as a service contract. Greater Sport (Deputy CEO and Local Pilot Programme Manager) acknowledged that due to new ways of working some aspects of the legalities did not offer the possibility to tailor contracts perfectly, and they acknowledged and appreciated that the DPA was not wholly fit for purpose. They advised that the possibility for amendments was limited due to the restrictions placed on them by Sport England and National Lottery rules.
- 12.4 The Greater Sport representatives gave verbal assurance given that test, learn and indeed failure to deliver were accepted as an integral part of the work, and that clawback of funding would not be considered an option by Greater Sport themselves. Since they signed the head contract with Sport England, the minimising the chances of failure and clawback is in their greatest interest, therefore they will play a significant role in safeguarding against that eventuality should any problems arise.
- 12.5 This being the case they would seek to work in partnership with localities to protect against this possibility through close working relationships and ongoing support from the central team. They asserted that a process of continual dialogue throughout delivery of the programme should ensure that no locality find themselves in the position of reaching complete failure of a project unexpectedly. An ongoing processes of check, challenge and peer review is intended to help identify problems upstream. Early support would be offered to localities by Greater Sport to ensure projects get back on track or are closed down promptly if ongoing evaluation shows them to be ineffective.
- 12.6 Advice from Legal team has provided comment in accordance with these considerations as to whether the risk to the council is of a tolerable level with a view to signing the contract and accepting the funding into the borough. For information, at the point of release of this report 8 of the 10 GM authorities have signed the Delivery Partner Agreement and are content to proceed with the agreements as they are, the ninth is delayed due to lack of capacity within the legal team.

## **13.0 NEXT STEPS**

- 13.1 If the proposed model is agreed, upon signing the Delivery Partner Agreement the funding will be released. A process of monitoring the progress of the GM programme is being

developed and coordinated via Greater Sport. The Tameside & Glossop programmes will be monitored together as a single programme with project management support provided by the Strategic Commission.

## **14 RECOMMENDATIONS**

14.1 As set out on the front of the report.

# APPENDIX 1

## Glossop Locality Update

### 1. Progress to date

- 1.0 The work in Glossopdale has engaged a wide range of stakeholders and local partners from the outset to ensure a co-produced approach and build on individual and community assets. To date, we have held 3 partner engagement sessions to:
- Provide context from GM Moving and the work in Tameside
  - Shape discussions and inform planning through Design Council style activities
  - Consider how partners can better work together and make decisions
  - Agree approach regarding the three target audiences

These partner sessions have led to three initial working groups for each of the target audiences to undertake fact finding exercises, engage more relevant partners and determine which audiences the work should target.

### 2. Target audience working groups

- 2.1 The working group discussions considered the following:
- Qualitative and quantitative data and insight for the target audiences in Glossopdale
  - Initial mapping of existing provision
  - Other partners that should be involved
  - Potential health and physical activity inequalities within the target audiences
- 2.2 Conclusions drawn from each group found that the three target audiences are inter-connected and so the Glossopdale work should not discount working with any of these groups, a wider Glossopdale population approach was preferred. However, for children and young people there could be emphasis on SEND, mental health, families and rural isolation.

### 3. Emerging themes

- 3.1 At the last partners' engagement session on 19 May, the following themes began to emerge:
- Don't separate the approach – all groups are inter-connected, so the work should be Glossopdale wide
  - Build on existing knowledge and approaches
  - Opportunity for different ways of working
  - Ensure the 'social' aspect is central to the work
  - Utilise what we have collected and know, but we need more understanding and conversation
  - Governance and decision making process needs to be agreed
  - No more delivery "for the sake of it"
  - Not just about physical activity in silo – link to holistic wellbeing
  - Further mapping of partners and provision is required

The partners' network also overwhelmingly agreed that all target audiences should be considered for this work and a Glossopdale wide population level approach should be adopted.

### 4. Emerging actions and next steps

- 4.1 The conversation so far has outlined that future work should:
1. Explore how we are more creative with existing settings

2. Design and consider resource for an engagement plan with Glossopdale residents
3. Set up a co-production team or project board to clarify governance that should include residents
4. Map existing assets and provide central coordination to bridge any gaps
5. Sustain what already exists and works
6. Embed physical activity into other activities
7. Have a communications plan to keep all informed, share stories, the journey and learning

## **5. Our initial next steps are**

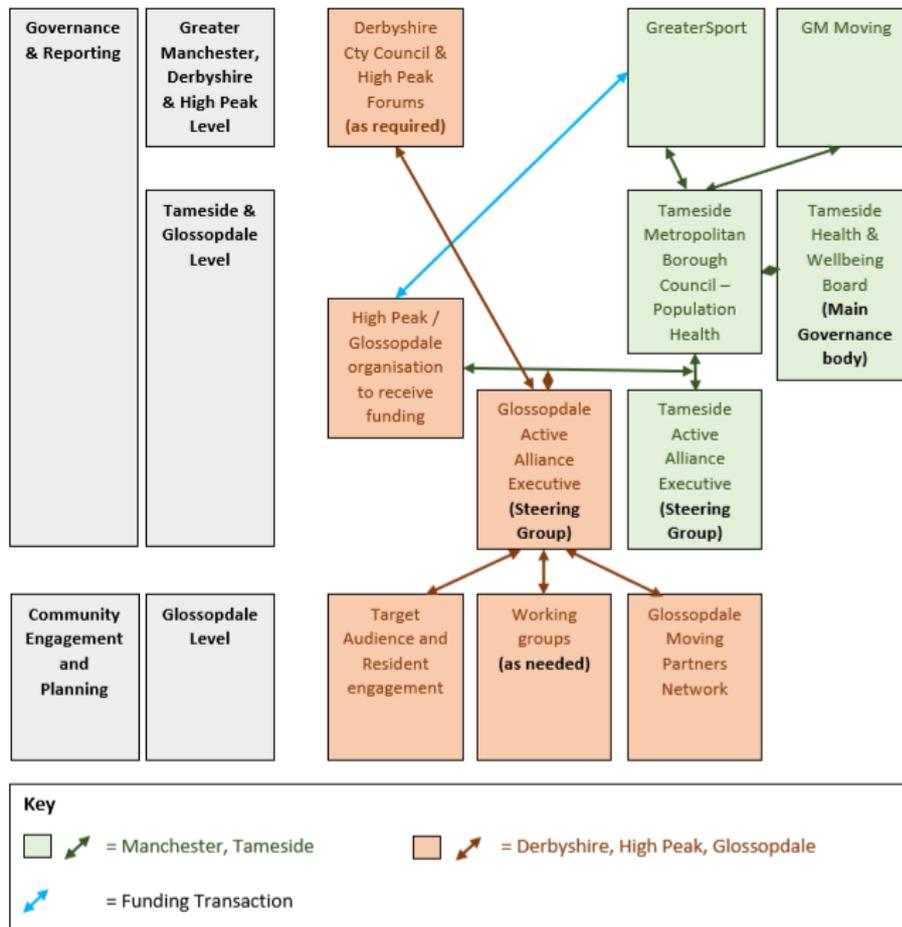
- 5.1 To establish working groups to firstly, consider governance and decision making and secondly, design and consider resource of an engagement plan for Glossopdale residents and the target audiences.
- 5.2 A group including representatives from Active Derbyshire, the Bureau, Derbyshire County Council Public Health, Derbyshire County Council Thriving Communities, GM Moving, High Peak Borough Council and Tameside and Glossop Integrated Care Foundation Trust are due to meet on 19 July.
- 5.3 The intention of this meeting is to formalise governance, decision making, and accountability processes, including which organisation will draw down the funding, how this will be managed in Glossopdale and how the work and spend is accountable to governance structures in Tameside. Any agreement by the Glossopdale working group will seek ratification from Tameside and Kate Ahmadi-Khattir, Sport England representative for the local pilot work before being adopted. The group will also consider a high-level cost plan for the funding allocated to Glossopdale for the first 12 months.

## 6. Output of the 19<sup>th</sup> July Glossopdale Meeting

- 6.1 Following the last network meeting on 17 May and updates from GM Moving / GreaterSport and Tameside MBC, the following governance structure was agreed as a proposed way forward.

### Governance Structure – Proposal for discussion

Following the last network meeting on 17 May and updates from GM Moving / GreaterSport and Tameside MBC, the following governance structure was agreed as a proposed way forward.

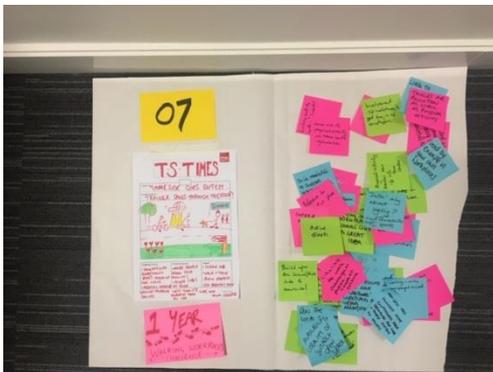


- 6.2 Glossopdale Active Alliance Executive Group to evolve over time and include community residents and leaders and potentially represent target groups. Establish terms of reference and outline purpose regarding governance, accountability, check and challenge, commissioning role, the learning journey, evaluation and membership etc.
- 6.3. Organisation to draw down the funding GreaterSport/GM Moving's preferred option is for a Derbyshire, High Peak or Glossopdale based organisation to draw down the funding directly rather than going through Tameside MBC. The arrangement would need to be agreed by the Tameside Health and Wellbeing Board. Once the organisation is confirmed to draw down the funding, GM will establish a Delivery Service Agreement and will need to abide by the funding requirements outlined above.
- 6.4 Following discussion, it was identified that the Bureau and High Peak Borough Council are well positioned to draw down the funding. Both organisations will consider the feasibility and practicalities of this and report back prior to the next meeting.
- 6.5 Community Engagement and Planning Target audience and resident engagement combined with necessary working groups and input from the partners' network is central to the work and it is here where the Glossopdale Moving work and plans should be determined.
- 6.6 An action from the meeting was taken to outline the feasibility and practicalities of the Bureau and High Peak Borough Council in drawing down the funding was confirmed at the next meeting on 19 August.

## APPENDIX 2

### Engagement and Insight

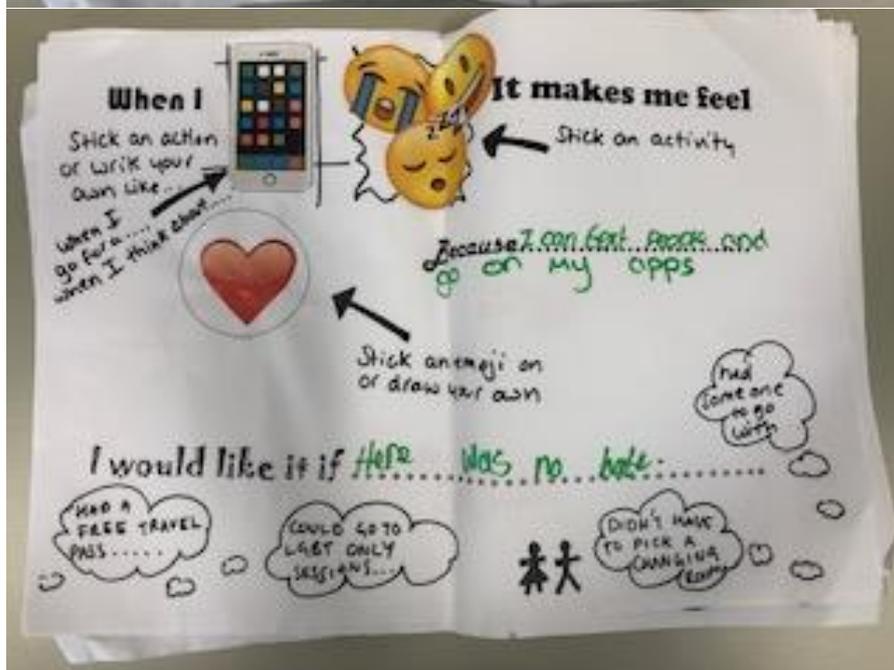
- 1.1 The Council was successful in a bid to the Design Council and Local Government Association as part of their Design in the Public Sector Programme and have therefore used this process, alongside a local engagement programme, to guide the design of the model and intervention element of the project.
- 1.2 The work with the Design Council has taken a multi-agency project team through a series of iterative stages to refine and develop their approach. Five workshops have been delivered with the intention of understanding and implementing the Double Diamond Design Process, with engagement work taking place between to bring content to each session.
- 1.3 The methodology we've used in Tameside & Glossop is firmly rooted in co-design principles, and has helped the team unpick the challenges and opportunities systematically with an iterative process of ideas generation, clustering, theming, prioritising and planning, with plenty of opportunity for reflection and critical input from other teams, one of which is Birmingham and Solihull, who were also successful in securing a local pilot bid.

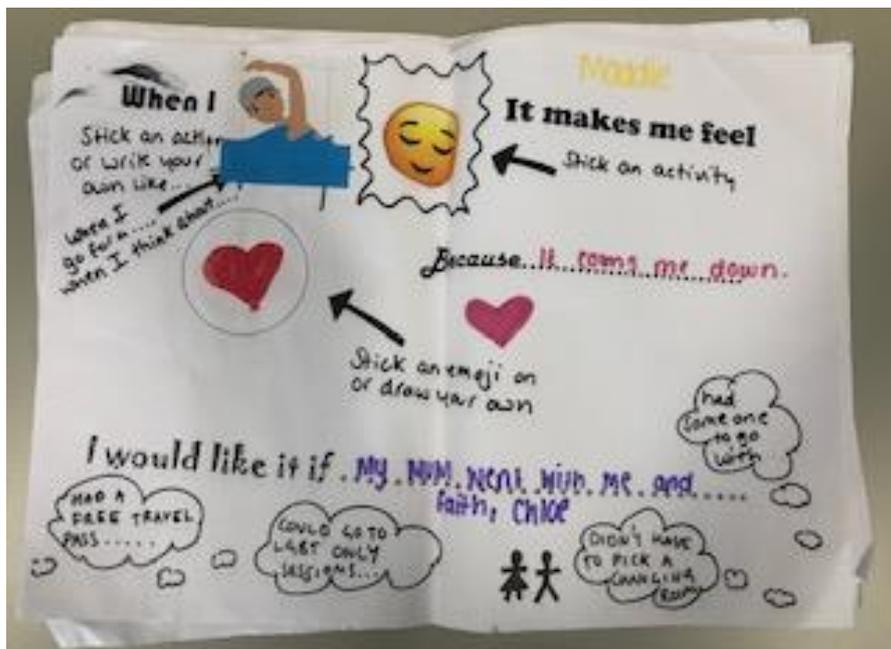


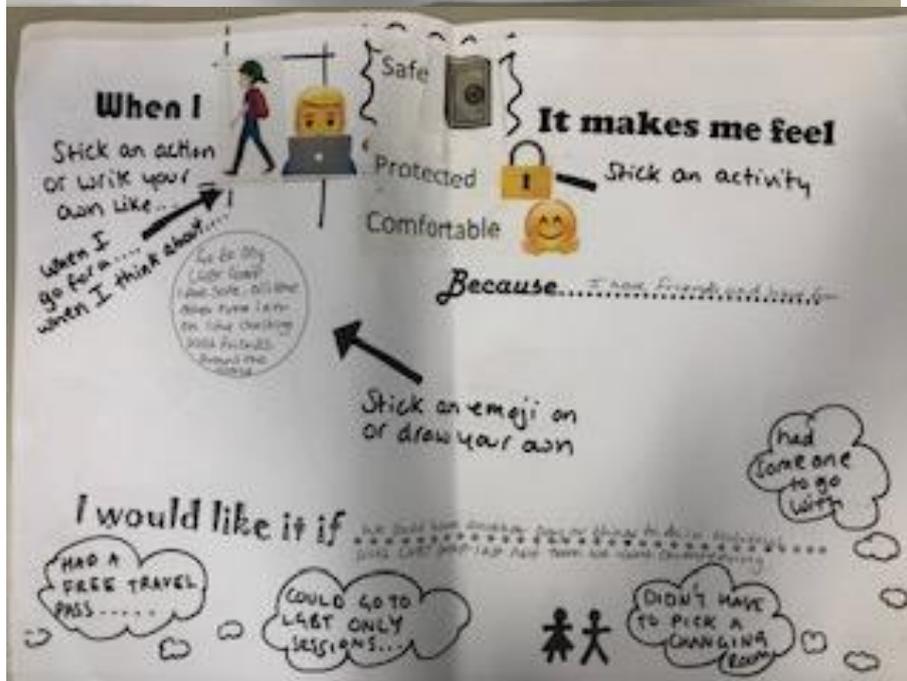
- 1.4 The Design in Public Sector work has also taken the team through a variety of research methodologies to gather insight, placing greater focus on experiential insight to complement such things as surveys and questionnaires. This includes customer journeys, journaling and diary keeping, observation, depth interviews, simple conversations and so on. Some of

these techniques have been used as part of the insight gathering process and further work on this is planned. Examples of local engagement can be seen below;

**2.1 LGBT Young People:** An observation of a local LGBT Youth Group was undertaken. This revealed insight into preferences for physical activity within subgroups. After face to face discussion with volunteers at the group, an understanding of the types of activities undertaken by the members led to the development of a casual/visual insight gathering mechanism. This employs simple poster making with emojis to capture statements that helped understand motivations and behaviours linked to physical activity. The exercise has been left out over a number of weeks and insight from thirty LGBT children under the age of 18 has been gathered. Samples of the output can be seen below.







2.2 Further to this, the project team intends to work with a number of young LGBT people to act as 'mystery shoppers' in settings where sport and physical activity is offered. This is with a view to travelling the customer journey to identify what makes them feel welcome/unwelcome, and where we can develop guidance and policies alongside clubs, gyms and other physical activity settings to improve access.

### 3. Primary School Engagement

3.1 Further insight was gathered through a careers day with a local primary school. This involved asking the children to draw a choice of the following

- The way they travelled to school that day
- Something active they did with their family
- Their favourite way to be active

This generated some insight into what children might want and how they may already be active in out of school settings. Here is a selection of the output;



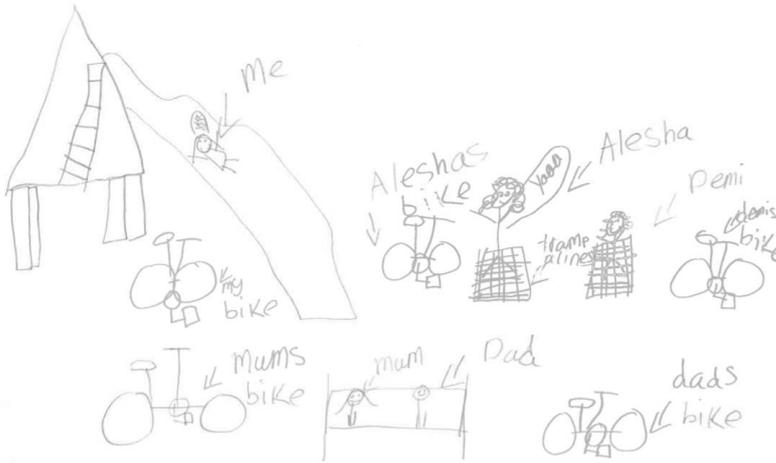
me playing football  
with my family

---

I am playing football



# Working





Overall 90 piece of artwork were collected. Analysis showed that

- The main way to get to school on that day was by walking
- Girls tend to engage in a wider variety of physical activity compared to boys, only 4 types of physical activity identified by boys compared to 11 for girls- 8 other activities were identified but sex unknown.
- The most common activity that both boys and girls do with their family to be active is walking the dogs or walking with family.
- Football and cycling were the next most common type of activity the children said they did with their family.
- **Boys:** Football was the most common favourite physical activity boys liked to do to be active, followed by running and rugby.
- **Girls:** Swimming was the most common favourite physical activity for girls, followed by gymnastics, dancing and Taekwondo.

#### 4. Tameside & Glossop Partnership Engagement Network

- 4.1 An emphasis was placed on gathering visual representations rather than lengthy worded input to gather local views, as this makes the information more striking, memorable and easily accessible.



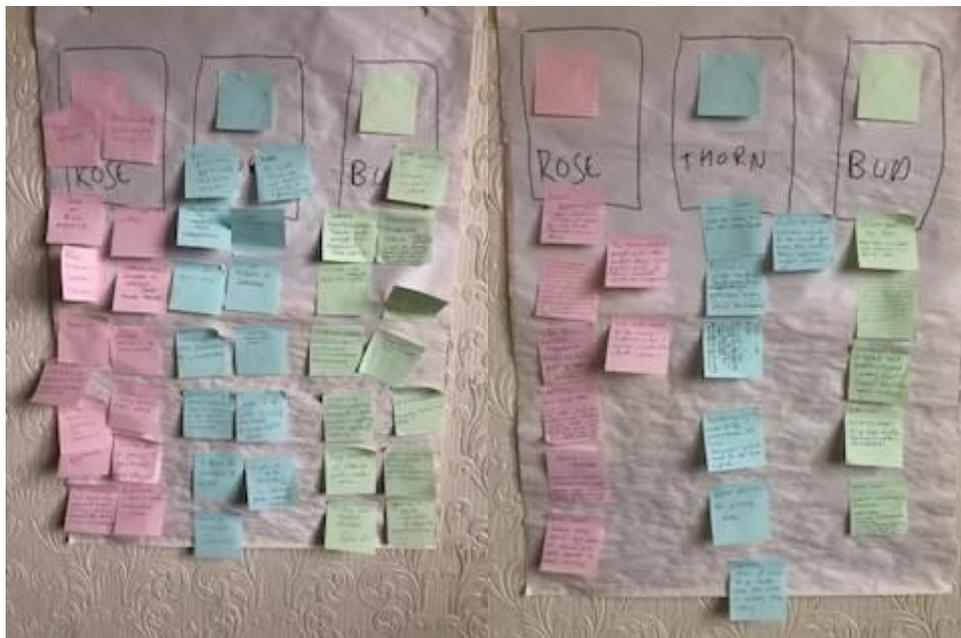
This technique asked participants to draw;

- Home/family life
- The last time they were active
- Something they do for fun
- Something we couldn't tell about them just by looking

4.2 This exercise drew out some interesting local views about participants which have since been corroborated by insight done by Britain Thinks as part of the GM Local Pilot. This method helped us to understand the circumstances at play where 'life gets in the way' of physical activity. It also helped us to understand where people might have been active without realising they were and vice versa, it also helped us to understand how we might create hooks into activity through people's personal interests. It also drew out things such as hidden talents from younger days, long term conditions, and some interesting insight around people's preferences for activities. Highlight from this exercise told us;

- Attitudes towards physical activity are largely shaped by school experiences.
- People enjoy walking for leisure
- When women choose group activities it is often classes/aerobics, but this is not something generally offered in schools, which brings us back to point 1.
- People who don't class themselves as active (in the narrow sense of sports and physical activity) are often active but don't count it, e.g. person above does 15,000 steps a day for work but as they play computer games in their leisure time, doesn't recognise themselves as active because they don't have a gym membership

4.3 Further to the initial work at the PEN we have since returned with the next iteration of the Active Neighbourhoods Model.



4.4 We conducted a Rose, Thorn, Bud exercise with participants who gave us their input on the development of the Active Neighbourhood Model. The output for this is due to be discussed at the Active Alliance Executive due to take place on Wednesday 17<sup>th</sup> July. At this we will be undertaking thematic analysis of the input, to see how we may further shape the development of the model incorporating these comments and question, and drawing out any key points for further discussion.

- 4.5 Generally speaking of the 'Roses', the audience were welcoming of the use of all assets, including parks and greenspace, and the simplicity of walking as an accessible option. Likewise the wider focus on public spaces was deemed a positive. The holistic nature of the approach was acknowledged to be a positive.
- 4.6 With regards to the 'Thorns', people queried the cost of making alternative spaces for activity viable. Valid points were made around the current transport/cycling and walking infrastructure and the ease or lack of getting around by active modes. Likewise valid points were raised on the safe sharing of space by people travelling in different ways. Some concerns were raised around the use of residential streets for play and importantly the management of residents who may not advocate streets for play.
- 4.7 Many 'Buds' were identified within the community and existing assets to build upon the programme offer for activity across a range of spaces. Family activities were also identified as a good area of development. The development of Bluespace was seen as an area of big potential with the right work around cleanliness and safety underpinning its use. The use of Parks and Greenspace for activity, in particular free activity was seen as an important means of engaging people in physical activity.

## **5. Life Course Reflection Tool**

- 5.1 This has been used on a number of occasions, but the following insight came from 12 people taking part at a training and development event. This looked at the relationship with physical activity over the life course including
- Primary School Years
    - Football was the main type of physical activity respondents engaged in during their primary school years, closely followed by walking to school.
    - Cycling, cricket and swimming were also common types of physical activity identified during respondents primary school years.
  - Secondary School Years
    - Running was the most common type of physical activity respondents engaged in during their secondary school years, closely followed by football and netball.
    - Note: 80% of those who took part in football during their secondary school years had carried this on from their primary school years. All of the respondent who took part in running and netball during their secondary school years appear to have picked this up during this part of their life and did not play netball or identify running as physical activity they engaged in during their primary school years.
  - Professional and Family Life
    - Walking was found to be the most common type of physical activity respondents identified they engaged in during these years.
    - Attending the gym and playing cricket were the next two most common type of physical activity.
    - Please note: what the 'gym' consists of and the level of physical activity being done at the gym is unknown. Gym could range from attending classes, weight training, cardio, light or vigorous exercise and using gym facilities e.g. personal training sessions, sauna and steam room.
  - Current Situation
    - The main type of physical activity respondents currently identified they engage in in walking (this includes leisurely walks, walks to and from work and work involving a lot of walking, group walks/hill walks and campaigning).

- Running was identified as the next most common type of activity respondents engage in (this includes organised runs such as park runs, marathons and running for charity).
- The third most common type of physical activity respondents engage in is attending the gym- again level of physical activity undertaken at the gym is unknown e.g. attending classes, weight training, cardio, light or vigorous exercise and using gym facilities e.g. personal training sessions, sauna and steam room.
- 

The exercise gave us the following insight;

## 6 **Big Brother Diary Room: engagement with Looked After Children/ Young Carers**

- 6.1 A piece of engagement has been done with Looked After Children utilising a video diary/selfie format and discussion groups. Working with 25 looked after children and young people between the ages of 8-19 yrs, and 40 young carers we asked questions around what attracts them to physical activity, what would they like to do to be more active, where, and what the worries were for them around being more active. The outcome was a clear message around wanting to be active with friends in their local neighbourhoods – a real barrier was cost and having the right equipment/kit – in particular for young people leaving care. Young people didn't want to have targeted sessions, and wanted to get away from feelings of stigma and be active as a normal part of their life.
- 6.2 A further piece of insight was done with Young Carers through Active Tameside as below, which shows that they were also interested in accessing mainstream activities. Given the circumstances of children with caring responsibilities financial and time barriers are also present.

### **Young Carers**

*A full review of the Young Carers Service was completed. From this, a series of actions and recommendations were suggested and one of those was to consult with our existing Young Carers to see how the service helps families, if what we are offering is appropriate, and if not what changes needed to be made.*

*4 separate groups:*

- *Primary*
- *Year 7 and 8*
- *Girls Group*
- *Year 9+*

***Initially we asked the groups what it was they liked about attending Young Carers, responses were:***

- *Meeting new people*
- *Escape from my brother (x3)*
- *Do new things*
- *Have a break*
- *Time to myself*
- *Be a part of new things*
- *A place to get away from all the stress*
- *Being able to have time out of the house*
- *The activities on offer*
- *I get to see other young people in the same position as me*

- *Socialising*
- *To see friends*
- *I can get my school work done*

*From these responses we can see that the Young Carers love to have the opportunity to have time away from their caring responsibilities. They see the groups as a time to be themselves and engage in activities they would not normally have access to.*

***We asked the groups what activities they would like to see in sessions every week:***

- *Cheerleading*
- *Gym –locality based*
- *Water activity –swimming etc.*
- *Music*
- *Art*
- *Cooking/Baking (x2)*
- *Sports – dodgeball, dancing*
- *Young Carers Council (x4)*
- *Dance Party*
- *Dark Room/Chill Room*
- *Pool*
- *Sleep!*
- *Homework*
- *Team Activities*

*It was harder for the Young Carers to specify what activities they wanted; some young people mentioned there was everything they needed already on offer.*

***We asked the groups what holiday activities they would like to do:***

- *Park Trips*
- *Paintballing*
- *Sky High*
- *Rock Climbing*
- *Activity days out*
- *Swimming*
- *Horse Riding*
- *Water Park*
- *Bowling*
- *Cinema*
- *Archery*
- *Outdoor Activities*

*It is evident the majority of the Young Carers are happy to take part in simple activities that help get them out of the house and have time away from their caring responsibilities.*

*The Young Carers are not asking for anything unachievable however the cooking facilities are not as good as they could be and space/time is limited.*

***We asked the groups what they would change:***

- *Pasta*
- *Quorn*
- *The food*
- *The language that some use*

- *Have bikes*
- *Sport*
- *People to be nicer*

*Many of the Young Carers stated there was nothing that needed to be changed, however we need to recognise and take on board the comments we have received in terms of changes. Moving forward there will be behaviour policies/contracts and ground rules in place for all sessions which the Young Carers will be expected to adhere to.*

*We did a separate piece of work with the girls group around the meaning of being a Young Carer.*

***We asked what skills and qualities Young Carers had:***

- *Patient*
- *Caring*
- *Nice*
- *Family People*
- *Social*
- *Not lazy*
- *Can't see friends*
- *Selfless*
- *Young*

***We asked what Young carers do:***

- *Care for family*
- *Wash*
- *Shop*
- *Cook*
- *Clean*
- *Take care of personal needs*
- *Take care of siblings*
- *Help with medication*

***We asked what would help:***

- *Young Carers pass in all schools*

***We asked how do you feel about being a Young Carer:***

- *It is hard being a young carer for my brother because I have to focus on him instead of myself, but at young carers group I can focus on myself*
- *Friends don't understand*
- *Tired x 2*
- *Annoyed at school – people don't know/homework*
- *Stressful*
- *Chores*
- *It is good you are helping*

*Moving forward, we will be feeding back to all the groups the information we have received and share the action plan moving forward.*

*The staff team meet monthly where the consultation will be fed back to them, we can then look at incorporating some of the ideas the young people have and improving the services for Young Carers in Tameside.*

***Thank you to all the Young Carers that have taken part in this consultation.***

## 7. Video/Picture diary of Day in the life of an Active Person in an Active Neighbourhood

### Insight- Shadowing, Observation, Picture Diaries



7.1 The project team spent the day shadowing an active person living in an active neighbourhood to gather insight into the various ways the built environment, community and infrastructure supported increasing visibility of physical activity and movement, and to understand the neighbourhood wide enablers of activity.

## 8 Engagement in Glossop:

8.1 Upon Glossop being confirmed as part of Tameside's approach to the GM Moving Local Pilot in October, representatives from Active Derbyshire (County Sports Partnership), Derbyshire Public Health and High Peak Borough Council have had several meetings to determine a way forward for the Glossopdale area. This initial group agreed that an open partner session was necessary to develop a co-designed approach from the outset. Following this decision, the GM Moving local pilot and the Glossopdale Partners session were then discussed and promoted at the High Peak Health and Wellbeing Locality Partnership meeting in November. A wide network of partners was directly invited to attend the session. The original meeting was planned for January but was cancelled due to adverse weather and rearranged for 1st March.

8.2 The engagement event on 1<sup>st</sup> March was supported by the Tameside Programme Lead, Press Red Consultancy, and locality support for GM Moving. This set the scene for local partners to understand the context and the opportunity presented by the Local Pilot. This outlined the target audiences and unpacked the detail on data and insight. It also covered the investment principles and the whole system approach that is integral to the delivery of the GM Moving ambition. Local partners joined on the day from a range of organisations from the relevant County Sports Partnership, Local Authorities, and from the VFCS Sector. Partners were acquainted with the local approach to date, touched upon the key principle of co-design and explored various means of gathering insight as per the learning from the Design in Public Sector Programme. Attendees of the event took part in a 'Rose/Thorn/Bud' engagement exercise to share existing knowledge on the Glossop Locality. A Glossop Project team has been identified with a further engagement event on 22<sup>nd</sup> of March to progress pla

## **Appendix 3 The Active Neighbourhood Approach Development**

### **TAMESIDE & GLOSSOP – PROPOSED MODEL**

- 1.0 From the engagement, insight and planning over the past 4 months the following vision/model for Active Neighbourhoods has been developed.
- 1.2 The ambition for Tameside & Glossop is to develop a place where being active is the norm, and where movement for work, rest and play is woven into the fabric of everyday life. An Active Neighbourhood Model is a place based, whole systems approach to achieving this vision. We have used the principles of Radical Help (Hillary Cottom) to use activity and the social connectedness and opportunities it creates to 'Grow the Good Life'. Above all, Active Neighbourhoods support the formation of relationships through frequent organic opportunities to meet and be social through movement and physical activity.

#### **What is an Active Neighbourhood?**

- 2.1 The Principles of Active Neighbourhoods for Tameside have been developed by bringing together key elements from a range of sources. This includes Sport England Active Design, Made to Move and Beelines, GM Moving Blueprint for Physical Activity, and the insight generated through 10GM. The intention of the model is to ensure activity is accessible for all, there is a good awareness of the opportunities to move more, and that there are the amenities to make it possible. The implementation of the Active Neighbourhoods model will be led through the Active Alliance and its Executive, and will form the blueprint for increasing physical activity in Tameside.
- 2.2 The principles are firmly based in making the best use of local assets including co-located facilities and services, volunteers and community activators, and of course our natural assets, of which there are many in our borough. The model recognises the requirement to combine activity with other aspects of life and that a whole systems approach and partnership work is the means through which aims will be achieved.
- 2.3 The primary intention of the principles is to enable and encourage greater freedom of movement through the borough. This focuses on walking, cycling and movement for utility as a default choice. Increasing the visibility of cycling and walking will be the first and most accessible means by which we can influence a cultural shift toward 'active as the norm'. In doing so we reframe the perception that activity is something you must 'take time out' to do, rather it is woven into the fabric of daily life, and in time, becomes part of a normal routine.
- 2.4 The model seeks to bring shape and direction to the partners of the Active Alliance, in order that they may work together in the pursuit of our common goal.

#### **3 What does an Active Neighbourhood Look and Feel Like?**

- 3.1 Active Neighbourhoods are places where good infrastructure means pedestrians take precedence over the car. They are places where walking and cycling is the easiest, quickest and cheapest mode, so much so that it becomes the unconscious choice for short journeys. They are places where public transport is reliable, affordable and frequent, where the vulnerable and under-represented are given additional support to utilise it. Active neighbourhoods make best use of natural assets, where journeys are frequently made along traffic-free routes that are beneficial to mental health, by modes that are beneficial to physical health. Active Travel is optimised through highly populated corridors that are welcoming, safe and attractive, and above all, open to everyone irrespective of age and ability.

- 3.2 Active Neighbourhoods are places where people's capability to ride is developed, not just through infrastructure, but through the education of drivers, learn to ride programmes at all ages, and bikes that are accessible in a variety of ways, at a range of locations. Active Neighbourhoods have a diverse range of walking offers, from welly walks and buggy pushes, to utility/walking buses, to full on hikes. Active Neighbourhoods are places where walking is clearly visible amongst all ages, and where volunteers are supported to continually develop capability and capacity within communities.
- 3.4 Active Neighbourhoods have Active Parks. Places where planned programmes of regular activities are offered through a combination of commissioned, private and community based activities and events. Active Parks are places where everyone can make full use of what's on offer through flexible facilities that are respectfully shared between different users. The activity offer is supported by policies that accommodate a wide variety of usage, and facilities that are conducive to the facilitation of that usage. Active Parks motivate people to increase dwell time - they encourage active pursuits over sedentary socialising. Active Parks are complimented by Active Bluespaces, with outdoor water based activities and the enhancement of the waterside economy with a food/social offer. Active Parks/Bluespaces incorporate responsible food vendors that balance nutrition with a 'treatwise' approach, especially with reference to what is accessible to children and young people.
- 3.5 Active Neighbourhoods have vibrant town centres where the flow of traffic is moderated and people feel safe to move without threat or intimidation from cars. They are places where friends and families gather to enjoy café culture amid cleaner air and traffic-free vistas. Spaces will be vibrant and attractive, with physical movement front and centre. Civic spaces showcase activity, either through events, or organically by utilising design that accommodates a range of movement, planned sympathetically with users, whether that be older people on foot, to commuters on bikes, to children on scooters and skateboards. Active Neighbourhoods create spaces and places to bring different generations together with the understanding that the streets are for all.
- 3.6 Active Neighbourhoods join multiple forms of resources. This is as much about infrastructure, facilities, and services, as it is about programmes, initiatives and interventions. The organisations operating within an Active Neighbourhood work across systems to create a whole that is greater than the sum of its parts. By co-ordinating funding opportunities with a common purpose Active Neighbourhoods create bigger possibilities, with the potential to physically 'join the dots' to enhance networks through which to move. Active Neighbourhoods have flexible spaces that lend themselves to culture and entertainment, organised activity and organic movement, and commerce that is both practical and social. They are not rigid or fixed, but allow for all manner of possibilities so that anyone within the borough can utilise the space to their ends.
- 3.7 Active Neighbourhoods reclaim their residential streets for pop up play and active events, and are supported to do so through the council and community organisations.
- 3.8 Active Neighbourhoods bring stakeholders together to connect multiple forms of resource, from bidding for capital investment to enhance facilities, to supporting community grassroots and work with the underrepresented, to upskilling and knowledge sharing across the employed and voluntary workforce. The Active Neighbourhood ethos is about pooling efforts, as well as human and financial resources. Active Neighbourhoods bring together funding streams to deliver a shared goal.
- 3.9 Active Neighbourhoods support Active Employers, local businesses who adopt Active Workplace Policies to ensure employees avail of active travel initiatives, ancillary facilities, cycle/pool bike schemes and travel passes. Active Neighbourhoods work with organisations and transport providers that make this possible. Active Workplaces appoint active travel champions from amongst their staff who are endorsed and supported through

senior stakeholders who visibly live and advocate the principles of Active Workplace policies

- 3.10 Active Neighbourhoods have a hearty offer linked to leisure centres and gyms for those who want it, but recognises this is not the one size fits all solution to reducing inactivity. Active Neighbourhoods recognise that there is a place for workouts and traditional fitness, but to ensure activity is open to all, it must be diverse, accessible and begin in the home. Activity has as much a place in the front rooms of Tameside as it does in parks, playing fields and on pavements. Gyms in Active Neighbourhoods know this, and make their offer out in the community as much as in leisure centres. Active Neighbourhoods have physical activity clubs and facilities that are welcoming and inclusive, with visible policies and clear staff buy in to support the vulnerable and under-represented. Active Neighbourhoods are supported by community activators and volunteers who are in turn supported by organisations to gain skills and competencies, grow capacity and develop capability within communities.
- 3.11 People living in Active Neighbourhoods know where to look and who to ask if they want to move more, through solid communications and up to date resources in a range of formats and locations be that printed flyers to smart technology. .
- 3.12 The foundation of our local approach to delivering the Local Pilot programme is through the Principles of Active Neighbourhoods.
1. Active by Design - Sport England approach to planning principles
  2. Active Programmes - Initiatives to increase individual capabilities to participate, built into policies and pathways
  3. Active Parks and Greenspace – Leisure centres without walls
  4. Active Bluespace – enhancing the waterside economy-supporting greater use of rivers, canals and bodies of water for active leisure
  5. Active Streets and Greenways – Pedestrian first approach to streets plus the development of traffic free routes
  6. Active Shared Spaces - Civic plazas/public realm that encourages safe shared use for physical movement
  7. Active Travel – Encouraging and enabling multi-mode journeys, and supporting the vulnerable and under-represented to access public transport
  8. Active Events- empowering people to temporarily repurpose streets/spaces for pop up play and active events
  9. Active Employers - Employers supported to support staff to move more
  10. Active Spaces – places and spaces that link physical activity to social and nutritious food offered