

Exploring voluntary sector support needs to grow physical activity

WHAT we are trying to do

Understand the support local community groups need to tackle inequalities through Physical Activity and to identify how national and local resources can work best together to provide or facilitate this support

Adults living in our most deprived neighbourhoods are 75% more likely to be inactive than those living in our least deprived neighbourhoods.

People from our Asian and Black ethnic communities are more likely to be inactive than other ethnic groups.

MAKING OUR MOVE

WHY this is important

1 in 4

adults across Derbyshire and Nottinghamshire are inactive.

1 in 3

children and young people are inactive.

over half of children are not active enough for it to benefit their healthy development.

1 in 6

UK deaths are a result of physical inactivity (equal to smoking).

Everybody active every day, PHE 2014.

People with a disability or long-term health condition are twice as likely to be inactive than those without.



There is a sizable opportunity to work with new VCSE who do not currently incorporate physical activity to connect with new audiences. '93% groups articulated a desire to incorporate physical activity into their activities'

- Context is key, each group of people and place is unique
- Recognising there are different support needs, for different circumstances and its important to consider how and by whom these are provided
- Capacity, knowledge & ability to connect and build relationships is important to make the most of the resources we have

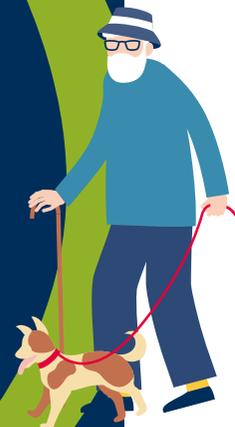


There was an event on 27th January 2022 to share what we are learning through Club Matters Local and to co- design the next steps for the work.

This event was attended by a range of national, regional, and local partners with an interest.

We heard from Sport England, Community Action Derby and Active Partners Trust about the context for this work and why this work is so important you can see this [here](#)

We discussed what was important and identified questions that will help us to better understand support needs as we progress our work together and enable people to move more.



Together we explored what we could do with no additional resource, with a little resource and with lots of resource. This highlighted what people are doing already and what they could be doing relatively easily. This included:

- learning together about people's experiences
- involving people in the planning & design of activities (co-design/co-produce)
- putting on weekly walks & connecting with others to do this
- build activity into coffee mornings, lunch clubs and other social gatherings
- linking people together to share resources
- utilising social media to share messages and activities
- connecting with those who have relationships & understand communities
- share volunteer opportunities and connections
- seek to understand residents' relationship with exercise
- make use of (free) open spaces to move more
- support people to access funding to overcome hurdles for activity

You can see what people said [here](#)



What is helping...

- Resources from a range of places to put on activities (££ and help)
- Easy to access to active spaces i.e. parks
- Capacity building resources
- Close to facilities
- Accessibility of resources (culturally sensitive)
- Enabling access to facilities and working to reduce bureaucracy
- Providing a holistic approach to funding (including advice and capacity) for organisations

How can funding processes be better aligned to reach communities experiencing the greatest inequalities in physical activity? What helps, what hinders?

What is helping...

- Understand what participants want rather than what we think they want
- Strong trusted relationships between the groups and beneficiaries
- An interest in PA (and/or improving wellbeing or tackling inequalities)
- Considering where people are at: aspirations, motivations, finance and opportunities available
- Develop the approach of doing with and not too, through building trusted relationships

The following themes & questions emerged:
(highlighted in light blue)



How do organisations helping people to move more, understand and respond to what people want (rather than what they think they want)? What helps, what hinders?

What connections and knowledge are needed to support community organisations to introduce physical activity in communities and who can provide these connections?

What is helping...

- People from the community (multiple)
- People with relevant skills,
- People with time & capacity
- Training & support for community leaders
- Help to deal with gatekeepers
- Volunteer and community leadership takes motivation, confidence and capacity whilst benefiting from ongoing support in different forms

What is needed to identify and develop community/volunteer leaders to help people be active? And who can do this?

What is helping...

- Resources and workshops in a variety of languages culturally diverse and appropriate to wider VCSE organisations
- Making PA fun and relevant to the participant group
- Talking to others about ideas of how to incorporate PA into existing work
- Trusted relationships between support provider and the group
- Existing relationships and connections to support an organisation needs
- Connecting with other groups and clubs helps build understanding about what is possible
- The value is the conversation to help develop connections, partnerships and build further understanding