



North  
Northamptonshire  
Council

# Active Communities Strategy Overview for EAP 29 Nov 2024

# Methodology



## Strategic Review

- Review of national strategic priorities
- Review of Local strategic priorities
- Which priorities can Active Communities contribute towards

## Understanding North Northants

- Demographic Profile
- Health Profile
- Review of LAP data and understanding differences across the Council area

## Understanding Activity Levels

- Current rates of participation in physical activity
- Identifying who is inactive
- Barriers and encouragement factors for inactive residents

## Consultation & Engagement

- Key Stakeholders – Members, Officers, External Partners e.g. Nsport
- Community Survey
- Town & Parish Councils
- Voluntary Sector
- School Pupils
- Focus groups

## Review of existing provision

- Mapping of all leisure and sport provision – linked to Leisure facility Strategy - Location assessed against key demographic factors such as deprivation
- Public, private & education – Indoor and Outdoor
- Walking & cycling routes
- Quality of provision

## Best Practice

- Identified case studies that show excellent examples of Active Communities initiatives across North Northamptonshire

## Identifying Outcomes & Actions

- From the research and evidence, we identified 4 key themes and strategic outcomes along with overarching actions of how they will be delivered

## Measuring Success

- Identified KPIs for each outcome and action to measure the success of strategy delivery

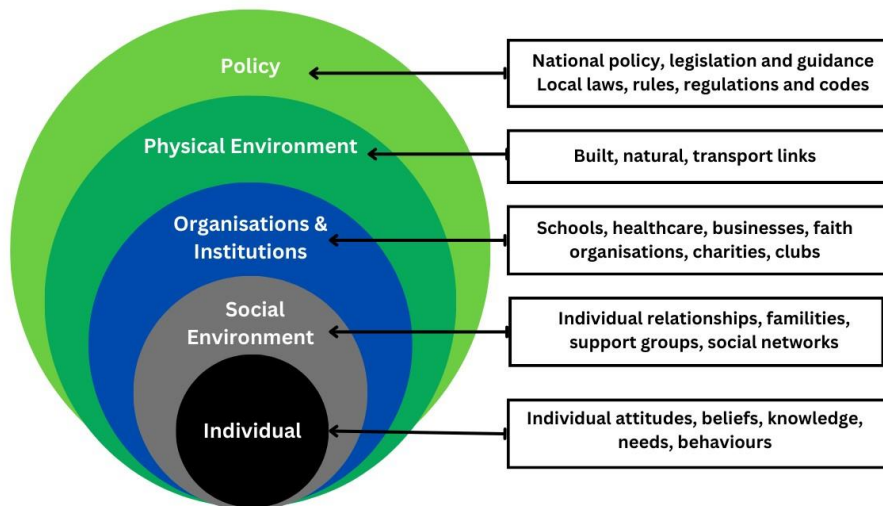
## Active Communities Framework



# Purpose



- The purpose of the Active Communities Strategy is to set out a vision and strategic outcomes over the next five years, that will deliver opportunities enabling active lifestyles for people who live, work and visit North Northamptonshire. The strategy will steer the development, delivery and publicity of formal and informal activities ranging from community wellbeing to leisure, recreation and sport to the choice of active travel opportunities.
- North Northamptonshire Council recognises that to deliver the vision of: **Creating cohesive communities where everyone can live active, healthy, happy and connected lives**, there is a need to work with key stakeholders and local communities, through a ‘whole systems’ approach.



## Public sector leisure: Direction of Travel

### From a leisure service to an active wellbeing service

A new approach that formalises The relationship between health and leisure built on:

- Social prescribing
- Co – location
- Delivery of preventative activity
- Collaboration through Integrated Care Systems

An approach that brings forward new thinking, products and services requires **proactive and skilled leadership** to focus on:

- Addressing the fragmented nature of the leisure sector
- Building strong working relationships across multiple stakeholder

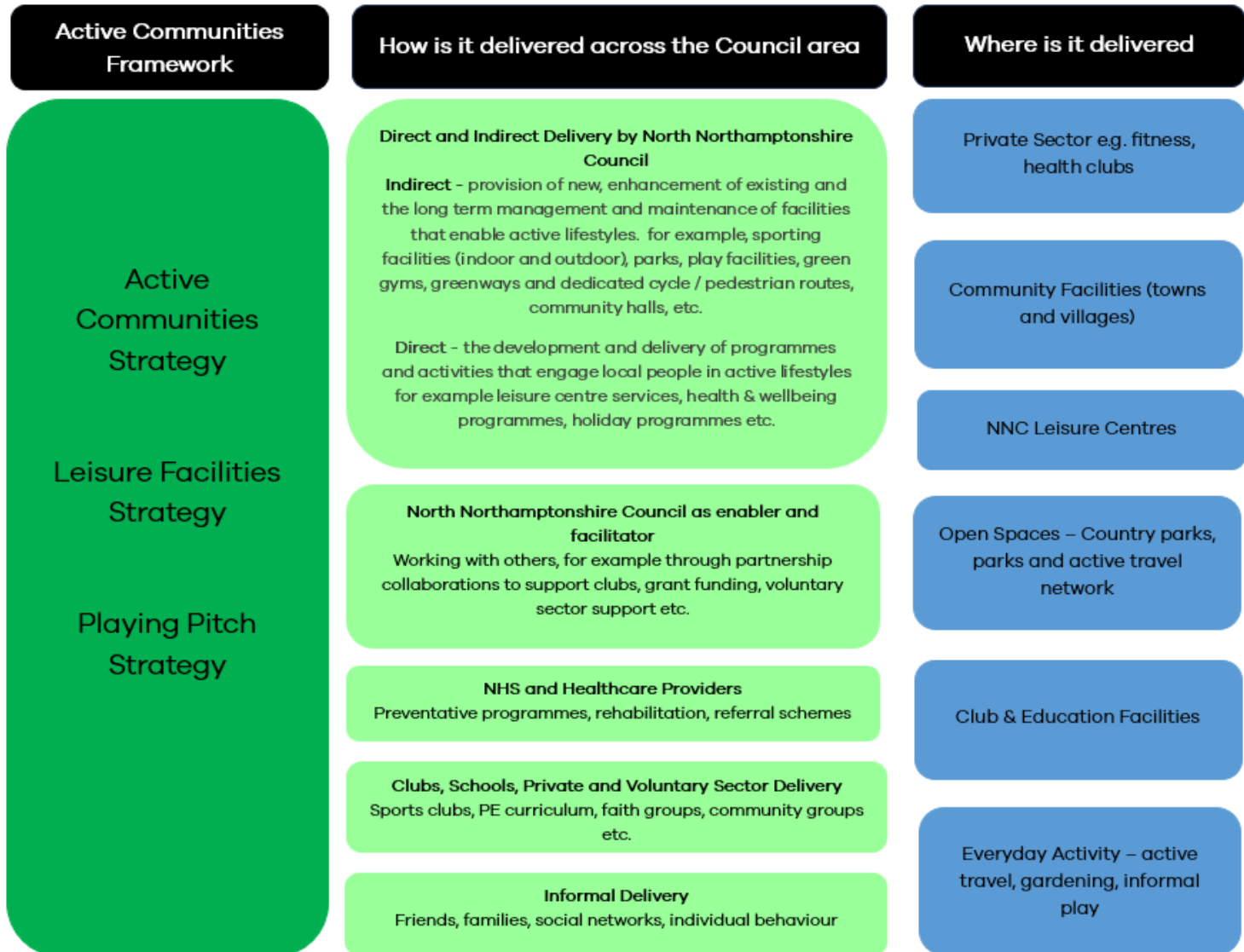
Provision that is **placed based** and at the heart of local communities

Provision that is aligned to needs and provided in a way that seeks to reduce inequalities and address deprivation

Provision that is **low carbon** and delivers a step change in carbon emissions at the local authority level

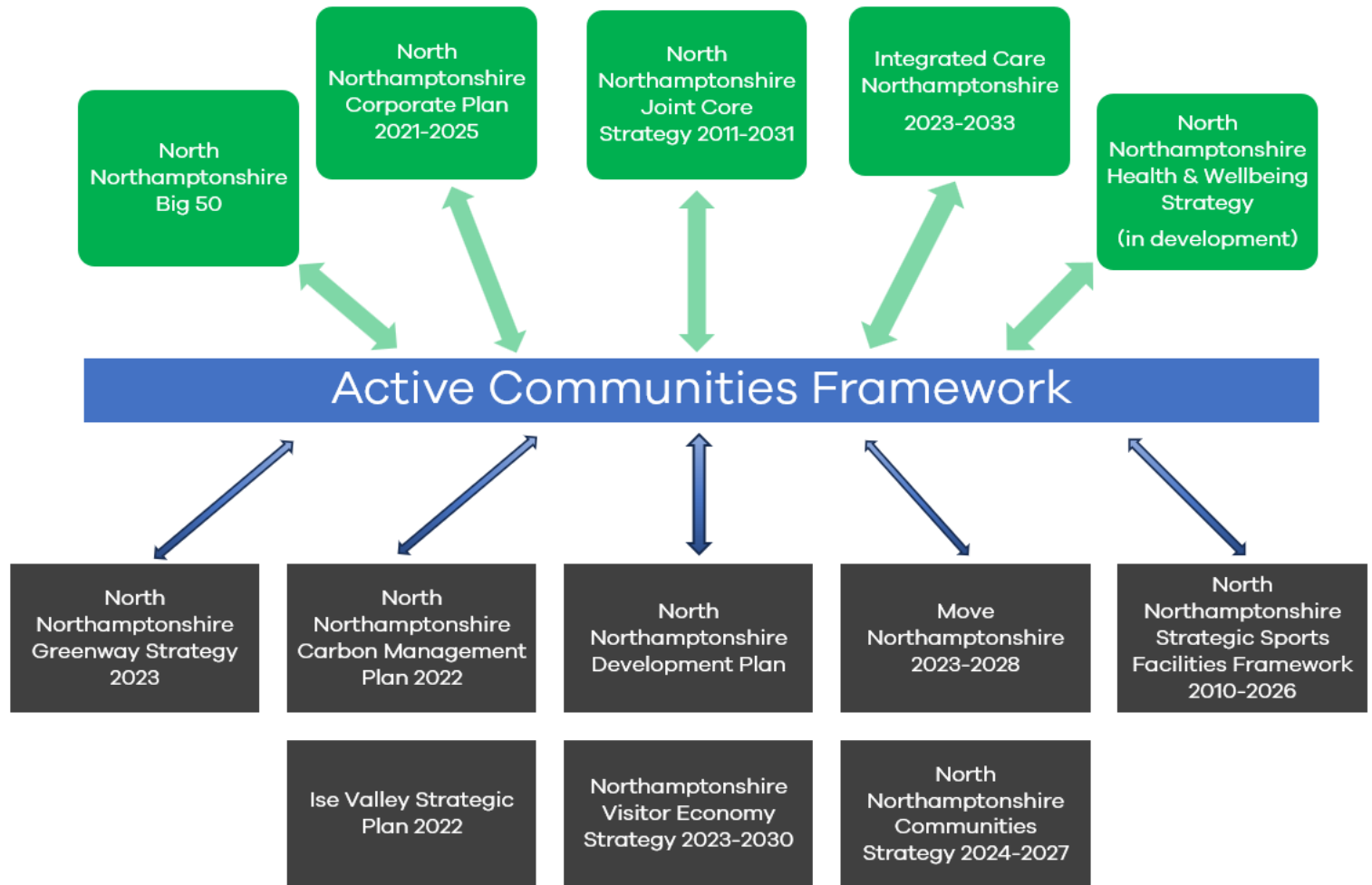
### Uniting the movement

# How are Active Communities delivered across North Northamptonshire



# Strategic review

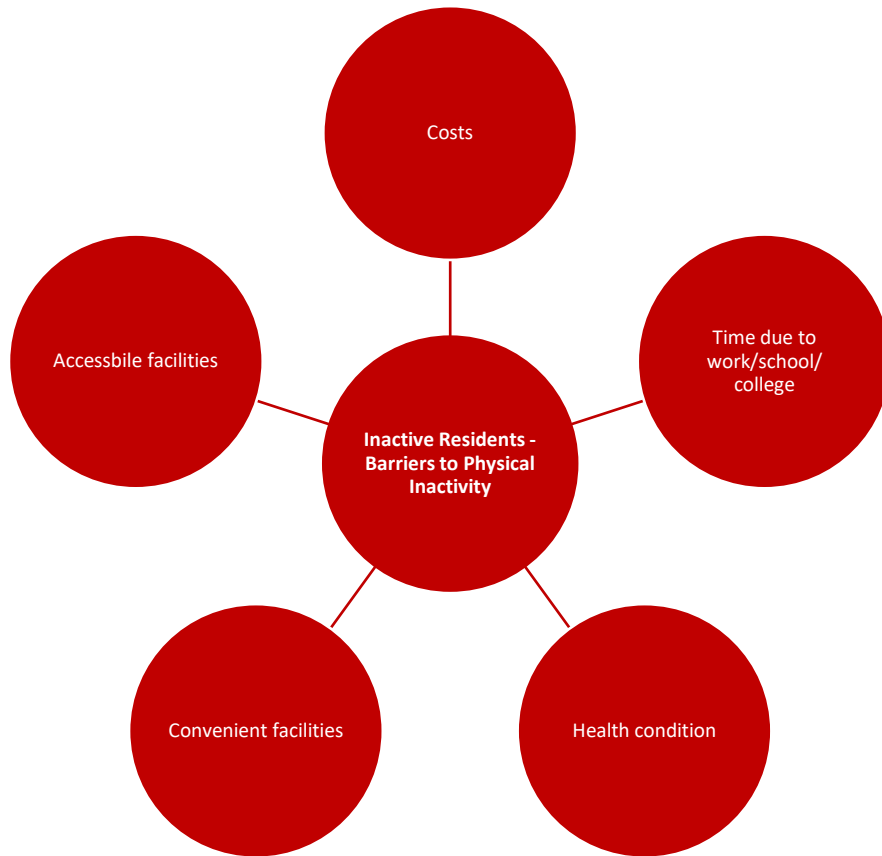
- Key strategic documents and plans within the Council area which Active Communities can contribute towards were identified



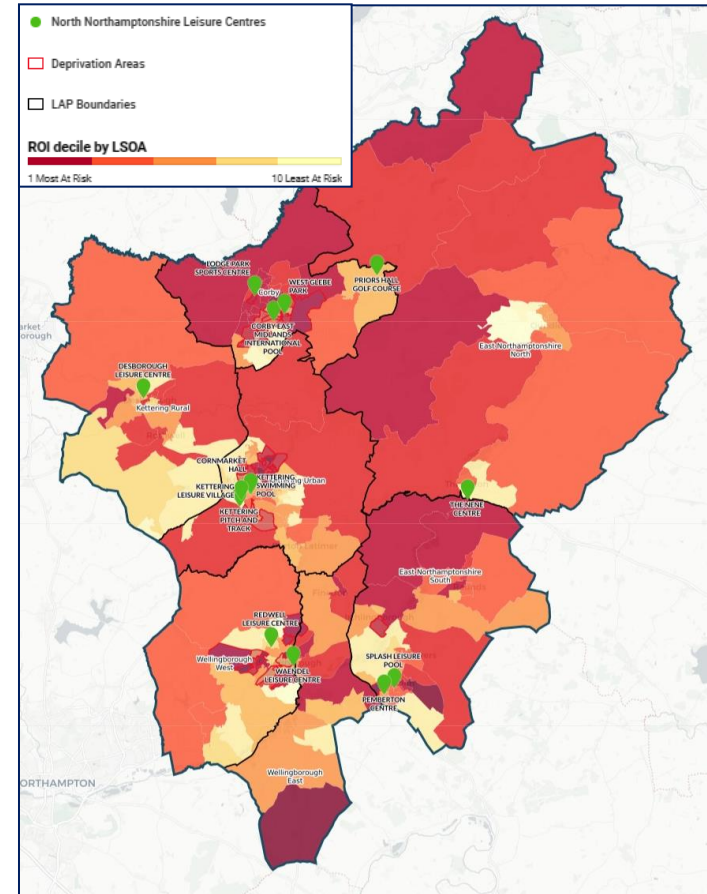
# Demographic analysis

- All Local Area Partnerships (LAP's) have higher than average numbers of people aged over 65 years, with exception of Corby
- Corby has higher than average numbers of young people
- Corby and Kettering sub areas have a **high Community Needs Index rating** – highlighting them as areas of greatest need within North Northamptonshire
- In addition, Kingswood & Hazel Leys (both Corby), Avondale Grange (Kettering) and Queensway (Wellingborough) were identified as left behind neighbourhoods with a dual disadvantage of high levels of deprivation and socio-economic challenges
- Urban areas have much higher levels of deprivation, particularly Corby and Wellingborough
- Mental health index is high in most sub areas, increasing rates of physical activity can improve mental health
- Physical inactivity is highest in Corby, followed by Wellingborough Urban
- Where physical inactivity is highest, obesity rates in children is also highest (Corby and Wellingborough)
- East Northamptonshire - North has best demographic statistics, including lowest levels of inactivity – this is likely linked to lower levels of deprivation compared to other areas

# Understanding who is Inactive



## Risk of Inactivity

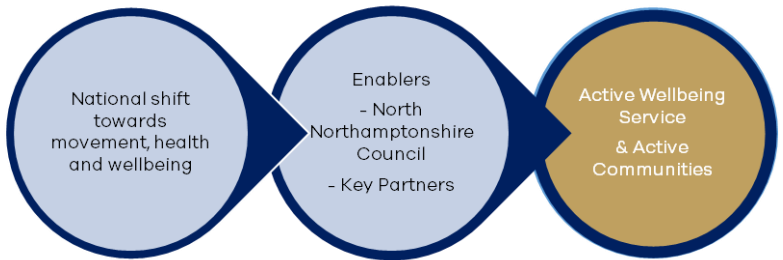




## Current Inactivity Levels - How does this influence Active Communities strategic outcomes and priorities over the next five years?

- Services and resource need to target those with greatest need and 'hardly reached' groups to help reduce health inequalities. Kettering (urban and rural) and Corby were identified as areas of highest community need within the Council area
- Age profile analysis and mosaic analysis shows that older groups (particularly those aged over 65) are underrepresented in leisure centres. Additionally, North Northamptonshire has an ageing population with higher than average numbers of people aged over 65 years (apart from Corby). Providing programmes, initiatives, services and facilities that cater for an aging population is important
- Outreach programmes are required in rural locations and areas at risk of inactivity to encourage social interaction movement and wellbeing activities in local places they feel comfortable
- The top three most deprived deciles are all under-represented in leisure centres and therefore need to be prioritised as a target group for initiatives and programmes to increase access to recreation, movement and wellbeing opportunities. The highest areas of deprivation are in Corby, Kettering and Wellingborough
- The quality, cleanliness and accessibility of facilities is very important for inactive residents and increasing the likelihood of them participating in recreation, physical activity and wellbeing sessions in a leisure centre setting.
- Movement needs to be built into everyday life, such as walking to work/school which has no cost and also is time efficient – both issues raised as barriers by inactive residents
- Considering timing of programmes and activities to work around peoples' work and school commitments, e.g. catering for shift workers, to help reduce time as a barrier
- It is important to work with people in local communities, to provide role models and local 'champions' that can remove some of the barriers and perceptions for in active people.

# Stakeholder Engagement



# Community Engagement



## COMMUNITY SURVEY - KEY FINDINGS

"I want exercise to be more fun"

21%

of people said they undertook, on average, at least 30 minutes of movement/activity three days a week



Swimming is the activity that most people would like to do more of, followed by using the gym

"To even get to leisure venues is an ambition now with my health"

"There needs to be more in the area for teenagers"

91%

of respondents said they would like to do more physical activity



Of those respondents that use a leisure centre, Corby International Pool was the most used facility, followed by Kettering Leisure Village

"I don't feel safe exercising or walking on my own"



The main reason people wanted to be more physically active was for their physical and mental health



Cleanliness, lower prices and improved facilities were the top 3 encouragement factors for people thinking about being physically active

"I'm more likely to access other services such as health services, community, youth and library services if they were located within a leisure centre"



The main barriers to physical activity are, not enough time, costs involved and no convenient accessible facilities. The main reason stated for not using parks or open spaces was location



Boating Lake Adventure Site, Stanick Lakes, Wicksteed Park and Embankment Water Play were the most popular outdoor spaces for physical activity

"Cost of transport stops me from doing more physical activity"



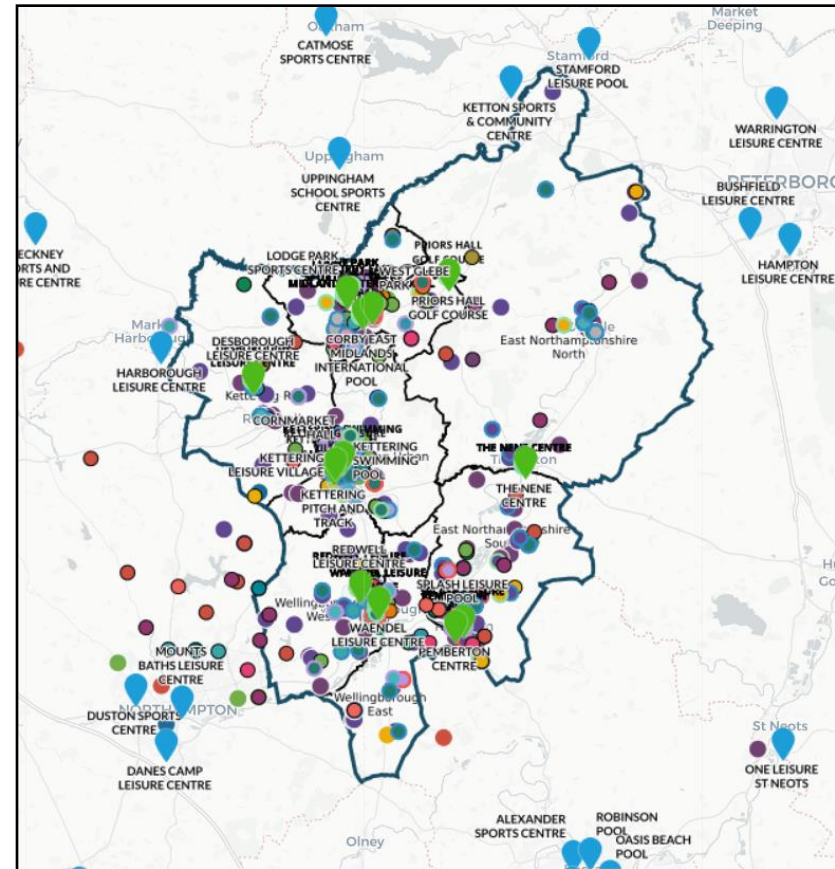
Main barriers for getting children active were, lack of money, lack of facilities nearby and lack of information

Other engagement included:

- School Pupil Survey
- Town & Parish Council survey
- Voluntary Sector Survey
- Focus Groups

# Current Facility Provision

- <https://datahubmaps.com/North-Northamptonshire-Facilities/>
- Overall, there is a wide range and variety of leisure provision and opportunities to be active across North Northamptonshire
- The Council's leisure stock is aging with some centres reaching the end of their expected life span, there is a need for continued investment, replacement or potentially rationalisation to develop a sustainable and efficient leisure centre portfolio the better meets community needs over the next five years.
- As to be expected, the majority of leisure provision is located around areas of higher population e.g. Corby, Wellingborough, Kettering, Rushden
- All of North Northamptonshire's top 10% most deprived areas are within a 20 minute drive of a leisure centre, but not all are within a 20 minute walk time
- The country parks programme of events and activities is positively and actively contributing towards increasing physical activity levels across the Council area
- Outcomes and priorities need to focus on all assets not just built facilities, greenways, parks and open spaces all have a role to play in increasing movement and participation in physical activity, particularly informal opportunities.



# Case Studies – Best Practice

- The strategy identifies 5 excellent case studies that demonstrate how Active Communities is being delivered across North Northamptonshire already, highlighting opportunities to spread current best practice across the Council area.



**GET UP & GO  
2023**



### WHAT IS IT?

Get Up and Go (GUAG) exercise classes are aimed at older adults who have a fear of falling, are at risk of falling or who have had a fall. NNC deliver 5 weekly classes across North Northamptonshire and the sessions are part of the County-wide falls prevention GUAG programme managed by Northamptonshire Sport.



### AIM

The GUAG classes aim to:

- Reduce falls and hospital admissions due to falls
- Support rehabilitation of those that have had falls and other long term health conditions
- Improve balance, co-ordination and strength



### PROGRAMME

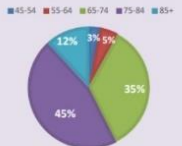
Classes are delivered across 4 sites:

- West Glebe Pavilion
- Corby Pool
- Lodge Park Sports Centre
- Yeomans Court Hall, Burton Latimer

Each GUAG class shows consistency across the exercises delivered as well as ensuring that each class is fun, social and engaging.

**1,690 TOTAL  
ATTENDANCES  
IN 2023**

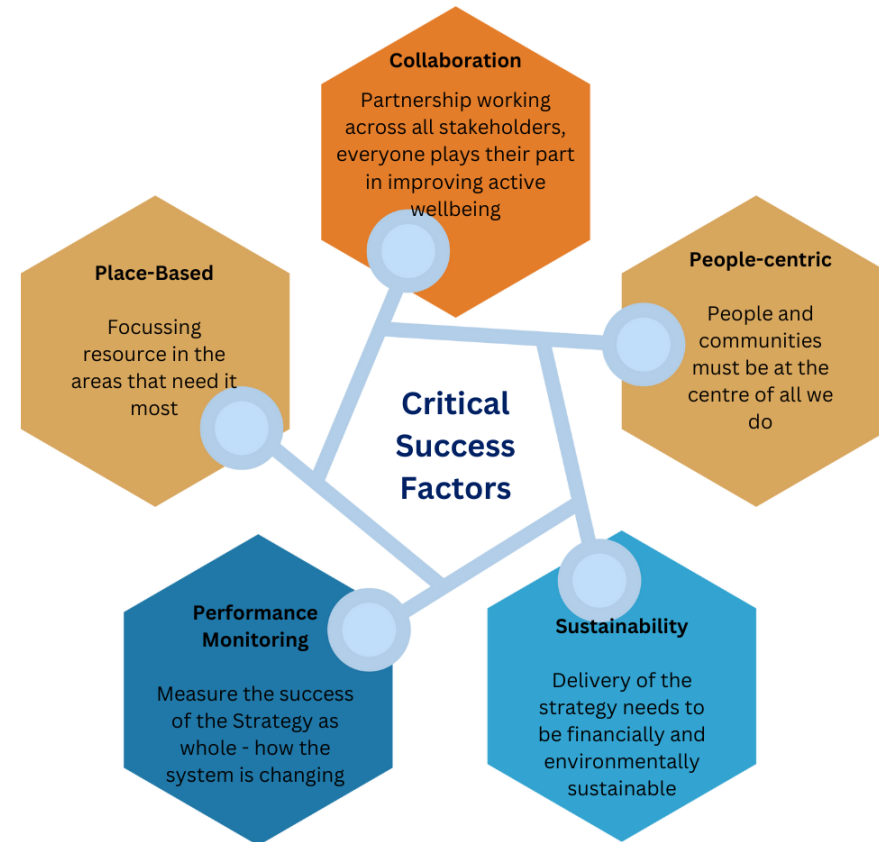
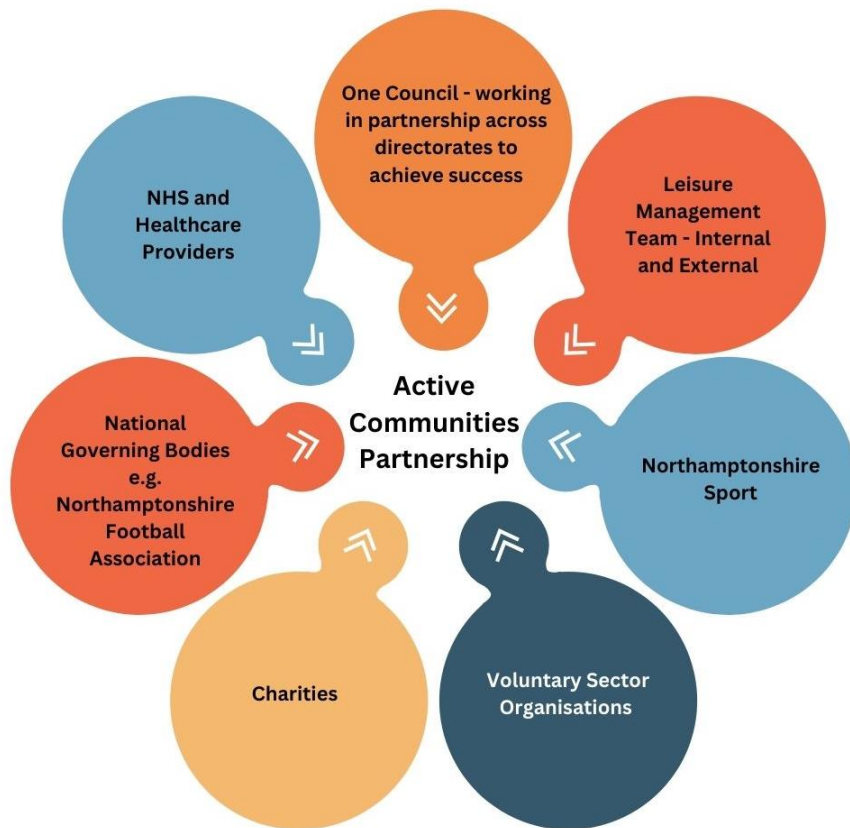
### AGE RANGE TOTALS



### Case Study:

Denise Larmour suffered a debilitating stroke in 1999, leaving her with limited movement down her right side and reliant on aids when standing. Denise joined the Corby West Glebe Get Up and Go class in 2022 after being referred by her doctor and has regularly attended each week ever since. Despite her physical challenges, she has defied expectations, gradually improving her physical capabilities, now managing standing exercises for extended periods. She has recently started coming out of her wheelchair for the class to sit in a chair and stand for the whole 45 minutes. In November 2023 she deservedly won the North Northamptonshire Active Communities GET ACTIVE award.

# Enablers & Critical Success Factors





# Active Communities Partnership

- The purpose of the Active Communities Strategic Partnership is to have a strategic overview and support the delivery of the Active Communities Strategy and the Health and Wellbeing board, Health and Wellbeing Strategy priority for “Keeping Active”.
- This work will provide opportunities enabling active lifestyles for people who live, work and visit North Northamptonshire. This will be through the delivery of the Active Communities Strategy and Health and Wellbeing Strategy key priorities and action plans.





## Active Communities Partnership - Terms of Reference

1. Have a strategic lead on the development of the Active Communities Strategy and the Health and Wellbeing Strategy Priority for Keeping Active Action plans and delivery programmes of formal and informal activities, ranging from community wellbeing to leisure, recreation and sport to the choice of active travel opportunities.
  2. Identify, review and approve projects and initiatives that support the overall objective of the Active Communities Strategic Partnership to enable active lifestyles for people who live, work and visit North Northamptonshire.
  3. Oversight of North delivery for Sport England Place Expansion Programme setting of outcomes and monitoring progress to ensure a bigger impact is made on inactivity in areas of identified need (Corby and Wellingborough)
  4. Connect all partners, share resources and collaborate to identify community needs and where are there gaps in services, using a one system approach.
  5. Co-ordinate North Northamptonshire's contribution towards the overall system-wide Move Northamptonshire framework
  6. Monitor, critically appraise, share good practice, and celebrate successes and ensure learning from programmes and initiatives supports future work streams, aims and objectives of the partnership. Each partner has a responsibility to have an active involvement in the development and delivery of actions identified by the partnership
  7. Partners should support and encourage their organisation to deliver their services in line with the strategies aims and objectives
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## Sport England Place Partnership programme

- Sport England's **Uniting the Movement strategy** has made a bold commitment to work in areas of greatest need to tackle inactivity levels & the associated inequalities that compound stubborn trends.
- Taking their learning from the **12 local delivery pilots** & other place-based work, they are expanding the approach and investing up to £190 million of National Lottery and Exchequer funding into more than 100 new places across England.
- This place-based systemic work will see Sport England work through their existing 12 Place Partnerships and network of **43 Active Partnerships** across England, to foster relationships with local organisations & leaders to overcome the specific barriers to physical activity that exist in their communities.
- This new way of working directly supports the government's **Get Active strategy**, which set ambitious targets of getting 2.5 million more adults and 1m children active by 2030 to tackle the disparities in activity levels across society.





## Sport England Place Partnership programme

- Sport England are targeting the greatest resource to areas with highest inactivity levels and other social need indicators. A range of data sources is being used to inform this approach, including physical activity data from **our Active Lives Surveys**, as well as wider social data including the **index of multiple deprivation (IMD)**, community need and health inequalities data.
- Northamptonshire has been selected in the first phase of new partnerships, led locally by the Active Partnership (Northamptonshire Sport). The two Local Authorities alongside the Integrated Care System and the VCSE sector, will form two of Sport England's new Place Partnerships, and will cover four Priority Areas which have been identified for this work:
  - Kings Heath & Spencer, Northampton
  - **Kingswood, Corby**
  - **Lodge Park, Corby**
  - **Queensway, Wellingborough**





## Sport England Place Partnership programme

- The principles of the Place Expansion work are ones of collaboration, being place-based & community-led, co-designing with communities, building on the existing local assets to build capacity and social capital by leveraging the strengths within those communities.
- The work will not be about ‘quick wins’, but instead sustainable, long-lasting change that improves people’s health & life outcomes.
- As well as making a difference for those communities the impact of the Place Expansion work will ripple outwards. Physical activity and active lifestyles will become more embedded in work beyond those four areas. And what is learnt about place-based work, measuring impact and supporting local leadership will be embedded into wider system level efforts to tackle inequalities across Northamptonshire.
- Thanks to strong collaboration between partners and a compelling ambition to make a difference Northamptonshire has been successful in securing an initial £302,744 initial investment from Sport England to begin the work.





# Sport England Place Partnership programme

Investment is drawn down in two phases:

- **Phase 1:** 'Development Award' for additional capacity, leadership, evaluation & learning
- **Phase 2:** 'Full Award' – to be shaped entirely by community insights & work undertaken in phase 1. To include revenue & capital funding, but no overall defined amount of investment available to our priority places.

## **Progress to date:**

- Oversight group established – NNC, WNC & NSport reps – strong collaboration
- August 24 secured an initial **£302,744** for phase 1, to provide additional capacity in the places, support for the evaluation & learning, additional leadership opportunities & a small Test & Learn Fund.
- This initial funding will cover a 12-18month period, with the aim that we will have enough community insights to develop a Full Award to cover the final 3 years of the partnership.




# Active Communities

Healthy Communities	Connected Communities	Thriving Communities	Green Communities
<b>Outcomes</b>			
<p>To improve health and wellbeing through the development and delivery of active wellbeing opportunities that increases participation in physical activity and movement.</p>	<p>Connecting people and communities through active wellbeing, movement, and physical activity to improve wellbeing and provide active wellbeing assets that communities are proud of.</p>	<p>Increased active wellbeing opportunities will contribute towards vibrant and safe communities where there are increased opportunities for training and development. Active wellbeing services are sustainable and contribute to the visitor economy in North Northamptonshire.</p>	<p>Active travel is the easy choice for residents and local developments embrace active environments.</p> <p>The Council's active wellbeing portfolio is environmentally sustainable.</p>
<b>We will achieve these by</b>			
<ul style="list-style-type: none"> <li>Start well - Increase early years offer to support increased participation in physical activity including pre-natal, post-natal and 0-5 years to ensure the best start and increase physical literacy in young children</li> <li>Enabling more opportunities that support the importance of 'family resilience' as one of the foundations of family health and wellbeing</li> <li>Aging Well - Utilising increased participation in recreation, movement, and physical activity as a tool for improve Health and wellbeing, to reduce demands on health services in future years</li> <li>Increasing the number of people participating in prevention and rehabilitation services through expanding existing Active for Health programmes across North Northamptonshire</li> <li>Developing strong partnerships and collaborative working with partners to implement the co-delivery/co-location of Health and Wellbeing services</li> <li>Development of targeted concessionary and access schemes to help more people participate in activity and wellbeing services</li> </ul>	<ul style="list-style-type: none"> <li>Delivering targeted active wellbeing programmes in the areas of most need and targeted areas identified</li> <li>Providing outreach active wellbeing services in rural areas and areas of deprivation via a strong Active Communities Partnership network</li> <li>Promoting active travel to connect communities through amenities like the Greenway and developing planning policy</li> <li>Changing the language used in association with being active to make it more accessible and improve perceptions – active wellbeing is for everybody.</li> <li>Collaborative approach to securing S106 contributions to enhance existing and creating new or improved facilities / assets where there is an identified need</li> </ul>	<ul style="list-style-type: none"> <li>Upskilling the adult Active Communities workforce, including employees, coaches and volunteers and hard to reach groups to deliver wellbeing programmes within their communities</li> <li>Enable training and development opportunities for young people, such as apprenticeships and work experience within the active wellbeing sector</li> <li>Using recreation and physical activity as a diversionary activity to reduce anti-social behaviour</li> <li>Celebrate competition and success across North Northamptonshire through Sports Clubs, Fitness &amp; Wellbeing Services, NN Sports Network and events, Elite training support scheme and Active Communities Awards</li> <li>Identifying opportunities to enhance existing facilities and environments to increase accessibility to active wellbeing opportunities.</li> <li>Working in partnership with local businesses and organisations that offer activity and health services</li> <li>Collaboratively creating healthier workforces and workplaces across North Northamptonshire</li> </ul>	<ul style="list-style-type: none"> <li>Delivering Active Travel strategy to improve infrastructure that enables increased rates of walking and cycling for travel within the community</li> <li>Maximising the use of green space, the Greenway and other cycling/walking routes for recreational and active wellbeing activities</li> <li>Working with Planning to ensure Active Environment principles are incorporated into all new development projects</li> <li>Developing the North Northamptonshire leisure portfolio to be more energy efficient, environmentally sustainable and carbon neutral where possible</li> </ul>

# Monitoring & Measuring Success



- Key Performance Indicators are being identified for each strategic outcome, an example is shown below

Theme		Key Performance Indicators
 <p data-bbox="144 756 382 778"><b>Healthy Communities</b></p> <p data-bbox="83 846 446 1021">To improve health and wellbeing by increasing participation in active wellbeing, movement and physical activity through the development and delivery of opportunities that provide better access to healthy lifestyle options.</p>	<p data-bbox="488 544 896 639">Delivering targeted active wellbeing programmes (directly or indirectly through other local organisations) in the areas of most need</p>	<ul data-bbox="933 544 1818 682" style="list-style-type: none"> <li>• Rates of physical inactivity across North Northamptonshire (Active Lives data)</li> <li>• Rates of physical inactivity within LAPs</li> <li>• Life expectancy gap between most and least deprived areas</li> <li>• Participation rates in activities and programmes delivered within targeted communities, broken down by age, gender, ethnicity</li> </ul>
	<p data-bbox="488 691 896 768">Utilising increased participation in recreation, movement, and physical activity as a tool for prevention</p>	<ul data-bbox="933 691 1634 829" style="list-style-type: none"> <li>• Percentage of children in Year 6 who are overweight or obese</li> <li>• Percentage of adults who are classed as overweight or obese</li> <li>• Mental health index score</li> <li>• Percentage reporting a long term MSK problem</li> <li>• Emergency admissions due to falls</li> </ul>
	<p data-bbox="488 838 896 1063">Increasing the number of people participating in prevention and rehabilitation services through expanding existing Active for Health programmes across North Northamptonshire (for example Activity on Referral, Cardiac Rehab, Long Covid Rehab, Cancer Rehab, walking programme) as well as introducing new programmes where appropriate</p>	<ul data-bbox="933 838 1798 976" style="list-style-type: none"> <li>• Number of referrals</li> <li>• Attendance of health and wellbeing programmes, including monitoring those from areas of deprivation</li> <li>• Participant surveys to be completed at the end of each targeted programme/initiative to monitor qualitative feedback</li> </ul>
	<p data-bbox="488 1072 896 1143">Developing strong partnerships with Public Health and the NHS to implement the co-delivery/co-location of services</p>	<ul data-bbox="933 1072 1541 1125" style="list-style-type: none"> <li>• Number of co-delivery services/programmes in place</li> <li>• Partnership maturity matrix</li> </ul>



# Action Plan Discussion – the 4 Priority themes

## HEALTHY COMMUNITIES

Utilising increased participation in recreation, movement, & physical activity as a tool for improving Health and Wellbeing, to reduce demands on health services in future years & support aging well

## CONNECTING COMMUNITIES

Changing the language used in association with being active to make it more accessible and improve perceptions – active wellbeing is for everybody

## THRIVING COMMUNITIES

Upskilling the adult Active Communities workforce, including employees, coaches and volunteers & hard to reach groups to deliver wellbeing programmes within their communities

## GREEN COMMUNITIES

Delivering Active Travel strategy to improve infrastructure that enables increased rates of walking & cycling for travel within the community





## **Discussion Points EAP**

- 1. What activities do you think would be helpful to achieve the 4 themes?**
- 2. Knowing your local communities, how do we best engage and support residents to be more active in their everyday lives?**
- 3. Particularly in relation to targeted groups - older residents, disabled residents, minority groups?**

**Any other questions?**

