



PLAY *YOUR* PART

Help others to move more

VISION 2024



THE AIM OF *THIS PACK*

WHEN WE MOVE, WE'RE STRONGER.



THE AIM OF THIS RESOURCE PACK IS TO MOTIVATE, INSPIRE AND PROVIDE THE REQUIRED TOOLS FOR ORGANISATIONS IN CALDERDALE TO EMBED MOVING MORE AS PART OF WHAT THEY DO.

HOW TO USE

This pack includes information and resources to enhance your own knowledge and support those who access your organisation in being more active. There are several website links that will take you to different pages, this allows the booklet to remain concise, yet also puts you in control of the content you would like to see. There are resources included in the pack for you to use with those who access your organisation to support them in moving more.

You can also complete sections of this booklet to assess how well you currently promote moving more and create a simple action plan on how to improve further.

WHY HAS THIS PACK BEEN DEVELOPED?

Active Calderdale is a local delivery pilot which works with communities to make physical activity and moving more a part of day to day life for everyone in Calderdale. Currently, 1 in 5 people in Calderdale are inactive; taking part in less than 30 minutes of activity per week.

We believe every organisation can play their part in supporting and encouraging those who visit their organisation to move more. This booklet will act as a resource to enable organisations to do this.

WE'VE BEEN PARTNERING WITH LOCAL ORGANISATIONS AND COMMUNITY GROUPS ACROSS THE BOROUGH IN SUPPORTING PEOPLE TO BE ACTIVE. HERE'S WHAT THEY TOLD US ABOUT HOW IT MAKES THEM FEEL.

WHAT'S IN IT FOR THEM

"I started walking because I suffered from anxiety and depression.

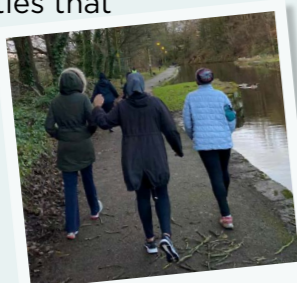
I found that walking actually alleviated that, instead of focusing on yourself ... I started to appreciate the surroundings and my fellow walkers."

Russ is the leader of the 'Walkateers' walking group, supported by the Calderdale and Kirklees recovery college.



"I completed my first 5k run when I was 50. If I can do it anybody can do it. All we need is to encourage each other."

The Running Aunties is a running and walking group aimed at women of colour. Bernadette, Tahreen, and Shanaz started the group when they realised there was a gap locally for running opportunities that cater specifically for BAME (Black, Asian and Minority Ethnic) women.



"Walking football has been brilliant, fantastic, really good for your mental health. Get down and have a go. I'm 64 years old, and if I can do it, anyone can."

Ryburn United FC have set up their very first walking football session for the people they support, and the public too, all of which is aimed at those aged 55 years and over.

HERE ARE SOME OF THE WAYS WE'VE BEEN SUPPORTING LOCAL ORGANISATIONS AND COMMUNITY GROUPS ACROSS CALDERDALE.

Benefits Include:

Supporting moving more can provide a wider offer

When those who represent the organisation get involved in moving more, it can lead to healthier staff/volunteers

It can increase participation into your organisation

Become more connected to other organisations within your community

Active Calderdale recognised how an asset like The Paddock could provide the local community with much-needed opportunities on their doorstep, to help local people to move more in a way that's welcoming, safe, and free. Building on the work already undertaken, Active Calderdale supported The Paddock to explore and develop active opportunities.

"The connections made through the partnership, allowed for extra support for the running of the garden, helping to make it the attractive, open, and accessible space that it is."

The Paddock Community Garden, Ovenden



"When first approached by Active Calderdale, The Space had done a lot of work for their community, however moving more wasn't top of their priority list. The two parties collaborated and codesigned what moving more could look like for The Space and created an action plan."

The action plan included putting on different physical activity sessions, creating an environment to encourage and support moving more, and dedicated training for members of staff.

The Space @ Field Lane, Rastrick



"St. Augustine's provide a warm welcome and safe space to people seeking support and sanctuary. They offer specialist advice on immigration and asylum support, and one to one support with welfare, housing, health and access to wider services."

With support from Active Calderdale, St. Augustine's have sought to make physical activity and wellbeing a more embedded offer as part of the support they provide. The aim has been to use physical activity and sport to enhance the health and wellbeing of their members as well as to support their members to integrate into community life in Calderdale.

St. Augustine's Centre, Halifax

WHAT'S IN IT FOR YOUR ORGANISATION



PLAY *YOUR* PART

Help others to move more

CASE STUDY *TEMPLATE*

Let's share the good work you are doing, complete the below and we can share on our social media channels.

Participant / Organisation name

What is the moving more project/session/initiative? (please include photos or links to social media if possible)

Why was it set up and who for?

What have been the 3 main benefits for the organisation and / or for its members? (These can include quotes from members on the personal benefits they have experienced)

What you have you learned from your experience that you can share with others?
Please return completed case study to activecalderdale@calderdale.gov.uk

If you would like to receive an alternative version of this form, please request via the email above.

WHEN WE MOVE WE'RE STRONGER

PLAYING OUR PART

At Active Calderdale, we're always looking to find new ways to reduce inactivity across the borough. The key focus of our work is on those who would benefit most from **moving more**.

We're working to bring together distinctive organisations, institutions, and individuals like **you**, who are well placed in communities to provide support to residents to move more.

With your help, we want to create real change in Calderdale, so that more people can live a larger life for longer.

We all have a role to play to help our communities to become healthier, more resilient, and more vibrant.

We are all Active Calderdale.

PLAY YOUR PART

When supporting people in our communities to move more, we use the following 6 questions to help understand the degree to which people are encouraged and supported to move more. Evidence suggests that by working together to satisfy the below 6 questions, we really can create an Active Calderdale.

- **Can you make moving more desirable?**
- **Can you provide people with the skills and knowledge they need to move more?**
- **Can you lead the way with moving more and create a buzz about it?**
- **Can you provide assistance to help people move more?**
- **Can you provide incentives and rewards for people to move more?**
- **Can you use your physical environment to support people to move more?**

As we go through this booklet, we'll explore what these questions really mean. There'll be some handy tips on how to use these questions to benefit you, your organisation and those who access your service. Let's get straight into it.

PLAY *YOUR* PART

Help others to move more



MAKE IT DESIRABLE

WHEN WE MOVE, WE'RE STRONGER.



DO YOU MAKE MOVING MORE DESIRABLE AS PART OF YOUR SERVICE OFFER?



If we asked you to rate your organisation based on this question alone, what score would you choose out of 5?

☐ 1 – Not a lot. 5 – Very much so. Put your score in the box. This is for your reference only, and there are no wrong answers!

Why should I/we make moving more desirable?

When something is seen to be more desirable or attractive, the chances of wanting to be involved increase. For example, if a guided walk is advertised as just that, the uptake may not reach its potential. Whereas if the guided walk states that it is also a social opportunity, there are things to be seen, such as nature and involves refreshments at the end, it can be seen as more desirable to attend.

How can we improve our score?

Here are some easy but impactful tips on how you can boost the promotion of moving more in your organisation. Tick those that are relevant to you.

- ☐ Promote the [benefits of moving more](#) on social media, noticeboards and newsletters.
- ☐ Share stories of others who are moving more. Visit our [blog](#) and [YouTube playlist](#) for some great examples ready for you to share.
- ☐ Introduce and promote the benefits of [walking meetings](#).
- ☐ Introduce and promote the idea of active travel – walking, scooting, cycling, or running short journeys. Check out [Living Streets](#) for some extra fun resources right away.

PROVIDE SKILLS & KNOWLEDGE

WHEN WE MOVE, WE'RE STRONGER.



DO YOU PROVIDE PEOPLE WITH THE SKILLS AND KNOWLEDGE THEY NEED TO MOVE MORE?

If we asked you to rate your organisation based on this question alone, what score would you choose out of 5?

☐ 1 – Not a lot. 5 – Very much so. Put your score in the box. This is for your reference only, and there are no wrong answers!

How can I/we help others to gain the skills and knowledge required?

Even when we're motivated to change our behaviour, without having the required ability to do so, it is unlikely we will be successful. Providing people with the skills and knowledge to move more improves their chances of being able to do so.

Here's how:

- ☐ Have active conversations with those who visit your organisation. We offer active conversation training for those wanting to understand how they can have better conversations to encourage others to move more. You can find our active conversation top tips on our resources page.
- ☐ Provide reminders for people to be active by being part of moving more campaigns such as We Are Undefeatable, Couch to 5K and This Girl Can.
- ☐ Let people know where they can be active. Check out the Moving Medicine Activity Finder to find out local support and activities. You can also direct people to Calderdale's Better Living Service if you know someone who is wanting to make a positive lifestyle change.



LEAD THE WAY LOOKING FOR WAYS TO GET STARTED RIGHT AWAY?

WHEN WE MOVE, WE'RE STRONGER.



DO YOU LEAD THE WAY WHEN IT COMES TO MOVING MORE?

If we asked you to rate your organisation based on this question alone, what score would you choose out of 5?

☐ 1 – Not a lot. 5 – Very much so. Put your score in the box. This is for your reference only, and there are no wrong answers!

Here's how to lead the way and create a buzz about moving more

When we see others, especially those we are connected to and trust, who are moving more and shouting about it, an example is set.

To get you started, here are some ways in which you can lead by example straight away:

- ☐ Take part in team challenges such as Active Calderdale's [Step Out Challenge](#) or could you collectively walk the same number of steps as the length of the Great Wall of China?
- ☐ Celebrate those people who have made positive changes on your social media accounts, noticeboards, and newsletters.
- ☐ Encourage your organisation's car users to park further away from your place of work and walk part of the way in.
- ☐ Become a 'Take Ten' organisation where all members and staff can take ten minutes per day to be active as part of the session/day in any way they choose. For advice on becoming a 'Take Ten' organisation, email activecalderdale@calderdale.gov.uk.
- ☐ Lead the way in inclusivity by offering opportunities to be active for all.

You can find resources mentioned above and more at active.calderdale.gov.uk/resources

We'd love to promote any achievements on our [Facebook](#), [Instagram](#) and [Twitter](#) platforms – just tell us what you've been up to by tagging us in your social media posts or emailing activecalderdale@calderdale.gov.uk



MORE FAST AND FUN WAYS TO EMBED MOVING MORE

Here are 8 quick and effective ways to encourage and support others to move more.

01

Introduce and promote standing areas where appropriate

02

Promote 'bring a friend' activities, to encourage more people to join in

03

Members of your organisation to encourage and motivate each other to support people in moving more

04

Where possible, offer incentives to be active e.g., a free session or a free hot drink

05

Provide opportunities for members to be active in your organisation e.g. yoga sessions, chair based exercises, or 'Take Ten' [prompts](#)

06

Become a [parkrun](#) or [parkwalk](#) organisation by promoting and encouraging members to take part in your local area

07

Encourage parking further away from your organisation's location and encourage people to walk part of the way

08

Build movement levels into registration and evaluation forms where necessary



For extra support with any of the above, please contact activecalderdale@calderdale.gov.uk



PLAY YOUR PART

Help others to move more

PROVIDE ASSISTANCE

WHEN WE MOVE, WE'RE STRONGER.



DO YOU PROVIDE ASSISTANCE TO HELP PEOPLE TO MOVE MORE?

If we asked you to rate your organisation based on this question alone, what score would you choose out of 5?

1 – Not a lot. 5 – Very much so. Put your score in the box. This is for your reference only, and there are no wrong answers!

Why assisting others to move more matters

Helping people by providing the right information and resources allows them to take the tools away to use at their own leisure.

Check out the following links which will provide you with resources such as goal setting tools, an activity plan, an active at home booklet and lots of fun ways to help people to get active.

active.calderdale.gov.uk/resources/playyourpart

active.calderdale.gov.uk/get-involved/quick-start





INCENTIVES & REWARDS

WHEN WE MOVE, WE'RE STRONGER.



DO YOU OFFER INCENTIVES OR REWARDS FOR PEOPLE TO MOVE MORE?

If we asked you to rate your organisation based on this question alone, what score would you choose out of 5?

1 – Not a lot. 5 – Very much so. Put your score in the box. This is for your reference only, and there are no wrong answers!

What do we mean by incentives?

An incentive is something that is 'offered' which will motivate or encourage an individual to do something. Even small, low value rewards can really boost people's commitment and attitude towards starting and continuing with their progress.

- Recognise when people are moving more through a simple 'well done'.
- Highlight people's progress of moving more on social media, noticeboards, newsletters, websites and/or internal intranet.
- Celebrate efforts by nominating individuals to become 'Active Champions'.

Other incentives could include:

- Offering discounted/free access to health and wellbeing facilities.
- Providing resources that can aid physical activity, such as appropriate clothing, products, equipment or merchandise.



CHANGE THE ENVIRONMENT

WHEN WE MOVE, WE'RE STRONGER.



DO YOU USE YOUR PHYSICAL ENVIRONMENT TO SUPPORT PEOPLE TO MOVE MORE?

If we asked you to rate your organisation based on this question alone, what score would you choose out of 5?

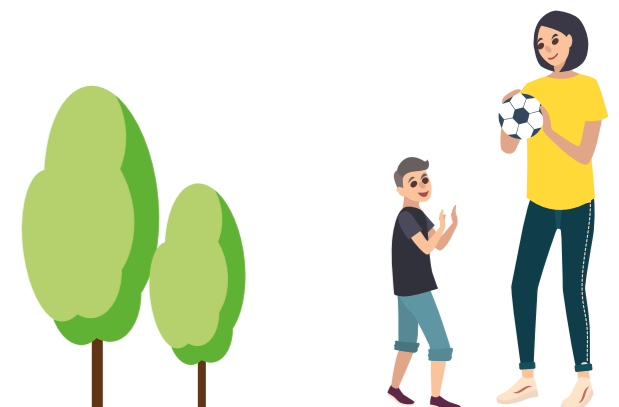
1 – Not a lot. 5 – Very much so. Put your score in the box. This is for your reference only, and there are no wrong answers!

How can I/we change our environment?

You may have heard of the term 'we are products of our environment'. By taking simple steps to ensure that our surroundings support our goals, we can encourage more people to be active. To get you started, here are some ways in which you can use your organisation's environment to motivate and inspire others to move more:

- Identify and use prompts in your environment that might help others to recognise the benefits of moving more. To get started, check out our posters available to download on our [resources page](#).
- Highlight and celebrate people's progress on noticeboards, newsletters, websites and/or internal intranet.
- Introduce [Walking Meetings](#) to your organisation.

We can support you with accessing Active Calderdale posters, infographics, t-shirts, and other resources that might benefit and support your organisation to promote moving more. Contact activecalderdale@calderdale.gov.uk to enquire.





**WE'RE HERE
TO HELP YOU
*HELP OTHERS***

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HOW WE CAN HELP

Active Calderdale can promote the positive changes organisations have made through social media via the case study template (page 7) found at the beginning of this booklet.

We can help train staff to be able to deliver activities such as chair-based exercises or walking groups through walk leader training.

Would you like to receive free resources to support you in embedding active such as cups, lanyards, posters, bottles, infographics, t-shirts, pedometers for group members and staff? Contact activecalderdale@calderdale.gov.uk

We hold Active Partnership meetings which are local meetings designed to:

- Inspire action towards embedding movement into organisations in your area
- Share updates and ideas on how movement is being integrated into Calderdale communities
- Connect you to different organisations that are working in your area by sharing expertise, learnings, successes, challenges and more
- Help you in understanding and accessing the support available from Active Calderdale

If your organisation would like to be part of the Active Partnerships – please contact one of our dedicated Community Engagement Co-ordinator's below:

Lower Valley – Brighouse, Elland, Greetland & Stainland, Hipperholme & Lightcliffe and Rastrick
Anthony.Whittaker@calderdale.gov.uk

Central – Park ward, Warley, Pellon, Town, Skircoat & Sowerby Bridge
Toyaba.Ali@regen.org.uk

Upper Valley – Todmorden, Cornholme, Hebden Bridge, Walsden, Mytholmroyd, Ryburn, Luddendenfoot
suzanne.straughan@hebdenbridgetownhall.org.uk



DO YOU OR SOMEONE YOU KNOW *NEED EXTRA HELP TO MOVE MORE?*

For guidance on being active, and information on what is available in your area, please contact our Better Living Service:

Phone: 01422 230230

Email: blt@calderdale.gov.uk

Web: www.calderdale.gov.uk/betterliving

The Better Living Service can also help you with:
Drinking less alcohol | Weight management

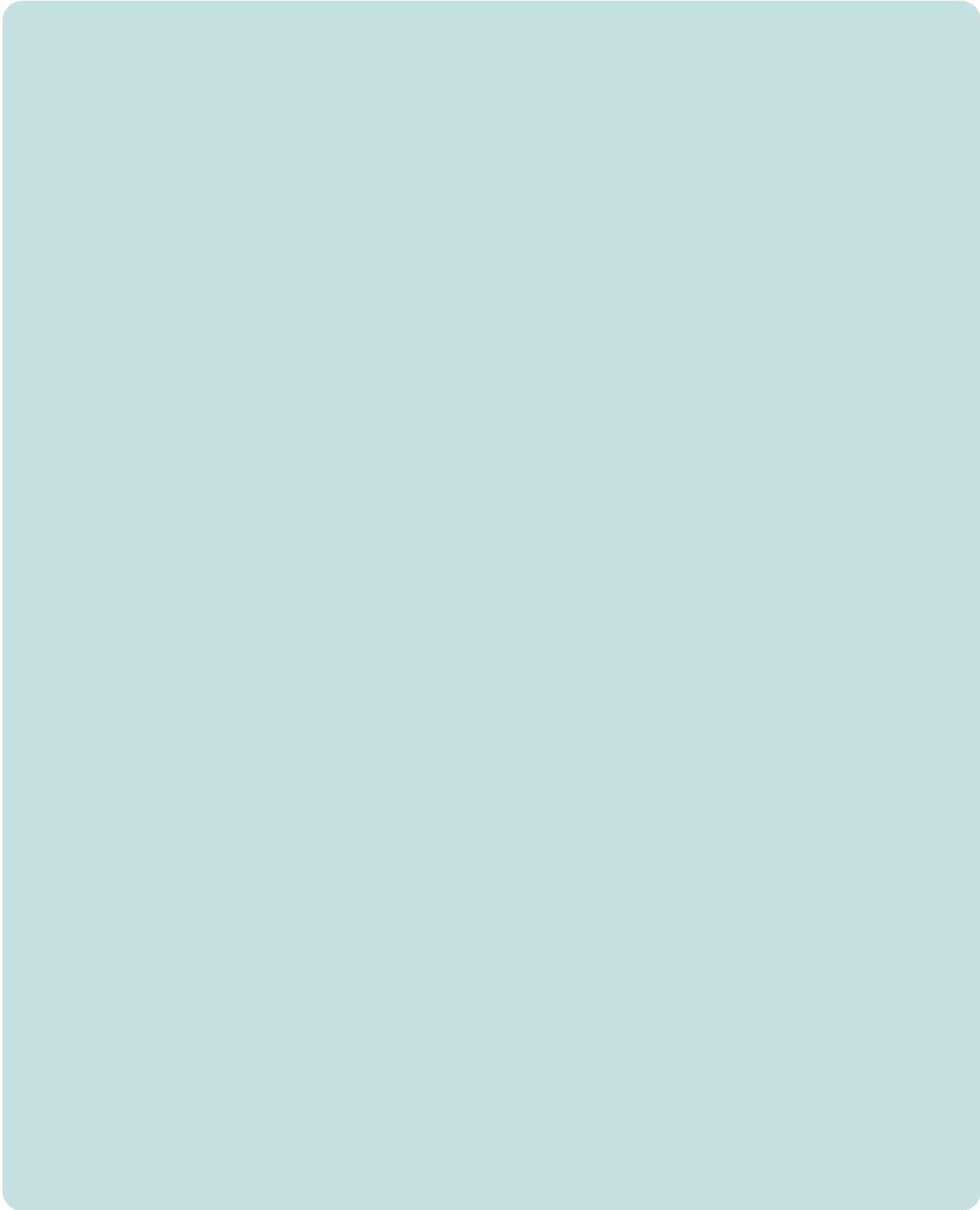
Can you help us to build physical activity into the lives of those who need it most? If you know of anyone who could benefit from this booklet, please pass it on to them. Printed and translated versions can be requested by contacting activecalderdale@calderdale.gov.uk

Find out more about who we are, what we do, and how you can help at: www.activecalderdale.gov.uk

WHEN WE MOVE, WE'RE STRONGER.



DO YOU NEED TO
MAKE NOTES?



WHEN WE MOVE, WE'RE STRONGER.

