

Active Calderdale Process Evaluation Report

September 2020 – March 2021 Key Learnings

Importance of working up an “offer”

Beyond having an initial ask of partners (to embed physical activity into their service), it is important the LDP has some ideas of the things the partner could do to embed physical activity. These include active conversations, leaflets, posters for displays, challenges, or physical activity questions for meeting agendas.

Aligning narratives with a clear end goal

The narrative must be engaging when working with partners and both acknowledge and understand their perspective. The narrative needs to express the end goal and how the various partners can work to get there.

Creating the time and space

A Design Thinkers Course has been developed to work with partners through the process of embedding physical activity into their service and pathways. Dedicated time, space, and capacity helps to unify mutual respect and progress the speed of change. Aside from the Design Thinkers Course, workshops continue to be held with partners to develop partnerships and enable a ‘two-way street’ process to embedding physical activity.

Senior leader presence

While it is important to have a shared understanding and value of the importance of the Active work across the system; from frontline workers to middle managers and directors, it is important for senior leaders to have presence when looking at redesigning systems and service areas.

The power of bringing people together

Bringing people together to collaborate on a project is a powerful way to leverage important and influential social processes. This has been done via networks both across the system (e.g., health and social care, voluntary and community) and with the community (e.g., localised walking workshop).

Seeing “people like me” matters

Activating the power of social influence and seeing “people like me” is still strong across the LDP work. It not only drives an individual’s motivation but can also provide local opportunities to others. These individuals in the environment help offer the opportunity to be active and enable to behaviour to happen.

Collaborate to extend, not duplicate

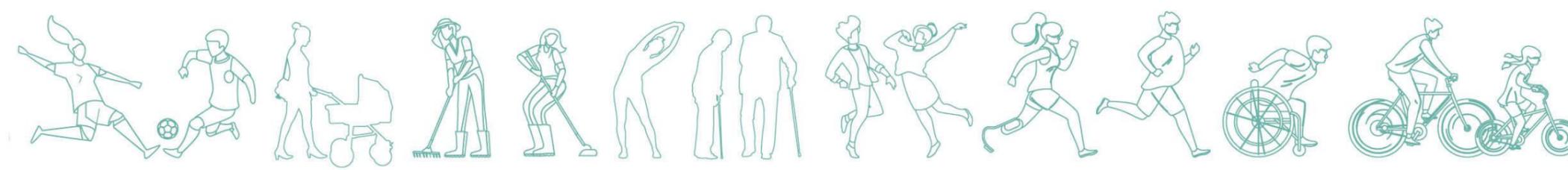
Working with local partners with similar agendas is important to collaborate and gather insight and understanding together, rather than duplicate work.

The virtual world ‘hears’ different voices

COVID-inspired shift to a virtual world has given a voice to people who wouldn’t usually have their say. Less dominance from overly loud voices has allowed for individuals to speak up in meetings and contribute insightful comments to chat functions. A virtual world has also provided easier access to activities for some due to the stigma around certain health conditions.

The ripples

Capturing the ripples of the work has been challenging. Where work has been slow to get off the ground, recent agendas (e.g., active and climate) has accelerated work and allowed active plans to be developed and physical activity to be embedded. Understanding where and how these changes happen is often unknown and often only come to light once change has occurred.



The unexpected achievements of the work

Sports provision housed at local community hubs or schools are mainly aimed at local residents. Yet, scheduling these sessions when teachers and or cleaning staff at the facilities were finishing work gave an unexpected larger reach of individuals engaging in activity. The system connectivity between schools and resident groups proved successful in pulling a range of people together who wouldn't usually be involved or be active

Understanding why people aren't engaging

It is often difficult to get partners to engage and it is important we understand why. Often the reasons are due to a lack of capacity, lack of time, no accountability, or territorialism. It is important for us to understand the day-to-day operations of a partner so we can work with them at the right time.

Fresh faces in the environment

Staff turnover rates are often high in different areas of the system, which poses challenges for the active agenda if influential characters leave. Ye, an influx of fresh faces provides an opportunity to create new influences who can accelerate change. It is also an opportunity for change to embed active as part of the new starter's induction.

Battling barriers and impediments

There are certain challenges that halt progress which we don't yet have the tools or solutions to overcome them. For example, how to support an individual who wants to be involved with the active agenda, but the rest of the system doesn't want to be engaged.

Social media relationships

Relationships on social media outlets, e.g., Twitter, are important to build with partners to provide an alternative way of influencing their behaviours. By creating a buzz around the active agenda on social media, this can help to reach the end users via the social media outlets of organisations and services they engage with.

Pandemic continues to create the conditions for change

The pandemic has continued to change perspectives and challenge existing policies, such as the implementation of School Streets at 19 schools across Calderdale. Cycle storage is also being implemented in four towns to connect existing infrastructure to places.

Re-establishing work post-COVID

A number of projects were put on hold in March 2020 due to COVID. As the national Government begins to implement a roadmap to exit the pandemic, it is important we work towards re-engaging these projects to assist in local level recovery from COVID.