

Active Communities

The story of creating a
resilient, connected active
community

31st October 2024



Sport England

Local Delivery Pilots

2018, 12 places identified to test out innovation locally with a view to identifying what can be scaled.

A place-based approach to supporting physical activity. Each person is connected to a place and its community, each with its own unique structure, relationships, geography and challenges.

Uniting the Movement

The 2021 strategy confirmed the importance of this approach in SE approach and funding strategy.

We all want and deserve to live, work or go to school in a place we love: opportunity, safety, feeling we belong, and that people care for each other are common.

- How can Sport & Physical Activity support this transition?
- How can the wider system be networked better to deliver for people in places?
- How can we work more radically, with bold new ideas in these times?

Place-based working

A recommitment to these approaches in Birmingham and beyond.

- Working in places with the largest health inequalities and areas of greatest levels of inactivity.
- Starting where people are at, solving the specific and complex issues that people and communities hold.
- Knitting 'the system' together more effectively.
- Distributing leadership within the community and creating co-ownership.

The **practices** and actions that together might lead to the co-creation of a resilient, connected, active community.

Not an instruction manual

[taws_ac-story-artefact_FINAL-WEB.pdf](#)

But more of a map that might guide and support you to find the way to the kind of work required for place-based working.

ACTIVE COMMUNITIES

THE STORY OF CREATING A RESILIENT, CONNECTED, ACTIVE COMMUNITY IN BIRMINGHAM AND SOLIHULL





Michael
Marmot

“People with higher socioeconomic position in society have a greater array of life chances and more opportunities to lead a flourishing life. They also have better health. The two are linked: the more favoured people are, socially and economically, the better their health.”

The role of the Sport & Physical Activity sector...

Health

Physical inactivity kills 5.3 million a year globally



CBC News · Posted: Jul 19, 2012 4:28 PM EDT | Last Updated: July 19, 2012



Physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).

Adapted
from Otto
Scharmer

What if we used this disruption as an opportunity to let go of everything that isn't essential in our life, in our work, and in our institutional routines? How might we re-imagine how we live and work together? How might we re-imagine the basic structures of our communities.

Active Communities was an invitation to use our individual and collective imagination to try different moves to change this.



PLACE PRACTICES FRAMEWORK

Angela
Davis



“Radical simply means ‘grasping things at the root’.”

Community Food



- Communal dining - connecting & socialising, reducing isolation & loneliness, building confidence and activities
- Cooking skills sessions, including cook-alongs, slow cooker clubs, batch cooking
- Developing community gardens working with volunteers
- Network building for system change

Impact:

- Tackling food insecurity (circa. 1,000 meals each month)
- Reducing food waste - using surplus produce (approx. 450kg per week)
- Meeting growing need - Food Justice Network

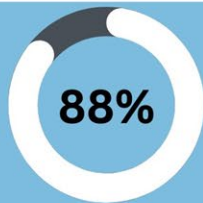
COMMUNITY CAFES - DATA & IMPACT

BETWEEN JANUARY 2022 AND MARCH 2024



19,942

ATTENDEES RECEIVED A
HOT MEAL FROM ONE
OF OUR COMMUNITY
CAFES



OF OVERALL
ATTENDEES FROM
IMD QUINTILES 1 & 2



FROM GLOBAL
MAJORITY
BACKGROUNDS
(THOSE FROM ETHNICALLY
DIVERSE BACKGROUNDS)



62%*

INCREASED
THEIR
PHYSICAL
ACTIVITY

57%*

HAD STARTED TAKING
STEPS TO IMPROVE
HEALTH AND
WELLBEING



20%



OF COMMUNITY CAFE ATTENDEES
HAVE GONE ON TO ATTEND OTHER
TAW'S PHYSICAL ACTIVITY SESSIONS

TYPES OF PHYSICAL ACTIVITY
SESSIONS ATTENDED INCLUDED:
WALKING, RUNNING, ARCHERY,
COMMUNITY STREET CLOSURES,
CYCLING, TABLE TENNIS, CHAIR-
BASED EXERCISE AND VIRTUAL
DELIVERY



85%*

FELT MORE
CONNECTED TO
COMMUNITIES

82%*

FELT MORE
CONFIDENT TRYING
NEW THINGS



Sharing

- Reduce waste, share skills, borrow items, build community
- Supports a circular economy & celebrating what exists in the community
- Different models: hubs, mobile sites, temporary pop ups
- Tailored skill share sessions delivered by community

60% of Share Shack participants reported decreased loneliness

42% to connect with others and make friends

46% of participants engage with Share Shacks due to interest in activities and items available for loan



SHARE SHACK DATA & IMPACT

BETWEEN APRIL 2022 AND MARCH 2024



15,165

OVERALL
ATTENDANCES

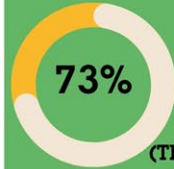
2,595

UNIQUE
PARTICIPANTS



93%

OF OVERALL
ATTENDEES
FROM IMD
QUINTILES 1 & 2



73%

FROM GLOBAL
MAJORITY
BACKGROUNDS
(THOSE FROM ETHNICALLY
DIVERSE BACKGROUNDS)

6,432



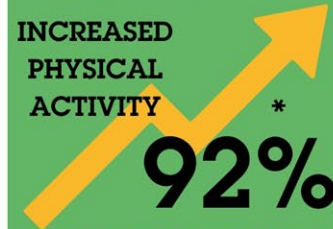
ITEMS
BORROWED

46%*

INCREASED
PHYSICAL
ACTIVITY

92%*

FELT MORE INVOLVED
IN THEIR COMMUNITY



28%

OF PEOPLE HAVE GONE ON TO
ATTEND OTHER TAWS PHYSICAL
ACTIVITY SESSIONS INCLUDING
CYCLING, RUNNING, WALKING AND
CHAIR-BASED EXERCISES



100

REPAIR WORKSHOPS
AT A SHARE SHACK
WITH

359

PARTICIPANTS

326

ITEMS REPAIRED AND
REUSED (INCLUDING
GARDEN MACHINERY,
CHAIRS AND SEWING
MACHINES) SAVING

1,045kg

FROM LANDFILL



85%*

NOW THINK ABOUT
REPAIRING,
SWAPPING OR
BORROWING ITEMS
RATHER THAN
THROWING AWAY

* PERCENTAGES FROM 26 SURVEYS COLLECTED BETWEEN MARCH AND APRIL 2023



“Not everything that can be **measured** matters. Not everything that **matters** can be measured.”

Otto
Scharmer

“This is the moment when what we need most is enough people with the skill, heart and wisdom to help us pull ourselves back from the edge of breakdown and onto a different path.”

Developing
an active
coalition

Fearless
systems
leadership

Connecting
the system to
more of itself

Noticing
the fear
and doing it
anyway

resilient,
connected
active
communit

Deepening investment for Birmingham...

Next steps

- Demonstrate & be *rooted* in existing learning to date
- Build on ongoing collaborative conversations
- Create local conditions for transformational change
- Test new alliances & ways of working across *different* sectors
- Show impact against Sport England's 4 metrics

Workshop with wider stakeholder group on 25th November.

Thank you!

