



Everybody Active Shropshire



Everybody Active Every Day

Shropshire
together



PHE framework for physical activity

- **Active Society: Creating a Social Movement**
- Changing general attitudes to make physical activity the expectation or **social norm**
- Working across sectors in the **places we live and work**
- Public Health England's strategy, 'From Evidence into Action' calls for place-based approaches that develop local solutions, drawing on local assets and resources and building resilience of communities to improve health and wellbeing.

1. Everybody Active Towns



- Motivate, mobilise and galvanise local communities through social movement.
- Using a local competition as a tool for creating social movement
- Community Vote: 'Participatory budgeting': devolved decision-making where 'community members, service providers and community groups come together to decide the allocation of resources'.
- Whitchurch, Craven Arms, Wem, Broseley
- Criteria, guidance, ideas, examples: Healthy Shropshire webpage
- EOI, Full application, Technical Appraisal, Community Vote

Everybody Active Towns



Projects criteria:

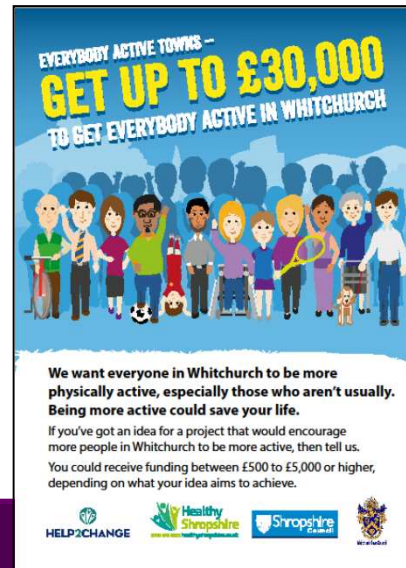
- Designed to get more people, more active, more often.
- Engage the less active rather than focusing on the already active.
- Must benefit the local community, or targeted groups in the community.
- Should help people make long-term, sustainable changes in their lifestyles.
- Do NOT cater just for the already active/sporty.
- £500-£5,000

May target any age group (pre-school primary ages, secondary school age, young adults, adult of working age or older adults) or inter-generational projects, or projects for the whole community.



Creating a Social Movement

- Role of the Community Enablement Officer
- Local working group
- Town and Parish Councils, LJsCs
- Local networks
- Local activists
- Stimulating project ideas and applications
- Community vote event



Response



	Target Number of votes	Number of people voting	Number of projects
Whitchurch	300	650	8 /13
Craven Arms	150	391	7/10
Wem	150	535	7/9
Broseley	150	565	12/15

Total applications	Whitchurch	Craven Arms	Wem	Broseley	total
Pre-school	1	1	0	0	2
Children	2	5	6	9	22
Families/Adults	5	3	2	3	13
Older Adults	3	0	1	2	6
Access to green space	2	1	0	1	4



34 Projects



- “Time Together Dementia”
- “Roller Skating for Adults”
- ‘**More Walking for More Often**’: Primary school programme to encourage walking to and from school
- *Exercise with Baby Class: post natal mother and baby class*
- **Story Trails**: using story-telling to shape led and self-led walks: **Wem**
- **Wild Play equipment “Clamberstack”**
- **Outdoor Gym Equipment: Broseley**
- **Access to green space for elderly residents: Queensway Park**
- **Youth sessions: Craven Arms**

2. Everybody Active Shropshire



- Traditional grant for the rest of the county
- Specific criteria:
 - Older People:** active those at risk of losing independence/falls prevention
 - Pre-school:** increasing capacity/quality of provision
 - Active places:** access to green space, active travel
 - Training:** behaviour change, exercise for specific groups, or for specific health conditions
 - Active Communities:** to engage a wide community of people in sustained, long-term programmes for those are less active
- On-line, single application process and guidance
- Guidance, ideas and examples
- Everybody Active Shropshire Assessment Panel

Everybody Active Shropshire Applications		Results
Projects approved (no conditions required)	2	<ul style="list-style-type: none"> • “Cycle for All” courses for children with development co-ordination disorder SCHT • Pre-school “Balanceability” training and equipment
Projects Approved (with conditions/ development required)	8	<ul style="list-style-type: none"> • Dorrington Activities Champion • <u>Oswestry “Get Up and Go”</u> for older people • Perry Riding School: active ageing with horses • Ludlow Assembly Rooms; Dementia, Carers and Dance • Diddlebury VH programme: pump priming • <u>“Active Buddies” RCC</u>
Projects not meeting criteria/not approved	14	<ul style="list-style-type: none"> • Not sufficiently meeting EA Shropshire objectives/ categories A-D • Inadequate focus in targeting the least active or designing a project to engage the least active. • Limited impact in helping people to become more active • Value: High costs in relation to the number of people benefiting



Common Themes:



- Lack of understanding and skills of how to create sustainable activities that would enable behavioural change.
- Some community groups were vulnerable to very expensive delivery costs by exercise instructors
- Lack consideration of sustainable delivery models.

Evidence of local insight included in STW Sport England older people bid



Everybody Active Care Homes



- Partnership with SPIC “Mobility in Care Homes”.
- Link to CCG/SPIC care home falls prevention programme
- Embedding physical activity into routine practice and processes (e.g care planning)
- Optimising resident’s physical function
- ‘Stamp out Sitting’ (sit-stand every hour)
- Residents as role models
- Creating exemplars (North, South, Central)
- Dissemination
- Scotland’s ‘Making Every Movement Count pilot



Next Steps for Projects

- Project start/finish dates (variable)
- Grant agreements:
- Promotion of CMO messages
- Project monitoring requirements
- What did you do to make sure your project benefited those not already regularly physically active?
- What difference has your project made? How has it helped people to become more active?



**Whitchurch
Everybody Active
Every Day**

**Directory and contact
details of projects**

Physical activity for children and young people (5-18 Years)

BUILDS CONFIDENCE & SOCIAL SKILLS	STRENGTHENS MUSCLES & BONES	MAINTAINS HEALTHY WEIGHT
DEVELOPS CO-ORDINATION	IMPROVES HEALTH & FITNESS	IMPROVES SLEEP
IMPROVES CONCENTRATION & LEARNING	MAKES YOU FEEL GOOD	

Be physically active

Spread activity throughout the day

Aim for at least **60 minutes** everyday

All activities should make you breathe faster & feel warmer

PLAY	RUN/WALK	BIKE	ACTIVE TRAVEL
SWIM	SKATE	SPORT	PE
SKIP	CLIMB	WORKOUT	DANCE

Include muscle and bone strengthening activities **3 TIMES PER WEEK**

Sit less (LOUNGING)

Move more

Find ways to help all children and young people accumulate at least 60 minutes of physical activity everyday

UK Chief Medical Officers' Guidelines 2011 Start Active, Stay Active www.bit.ly/startactive

Beechtree Community Centre

James at the Beechtree Centre will go out and meet with people to provide personal support and assistance with taking part in new activities. James can set up new activities or help to introduce you to a group.

The Beechtree Centre engages with GP surgeries, NHS health services and mental health teams so that they have the information and links to sign-post people to activities. Give James a call if you would like some support. See back for contact details.

Whitchurch Leisure Centre

The Leisure Centre want to make getting active fun and achievable for all. We want to offer an activity environment free from stigma.

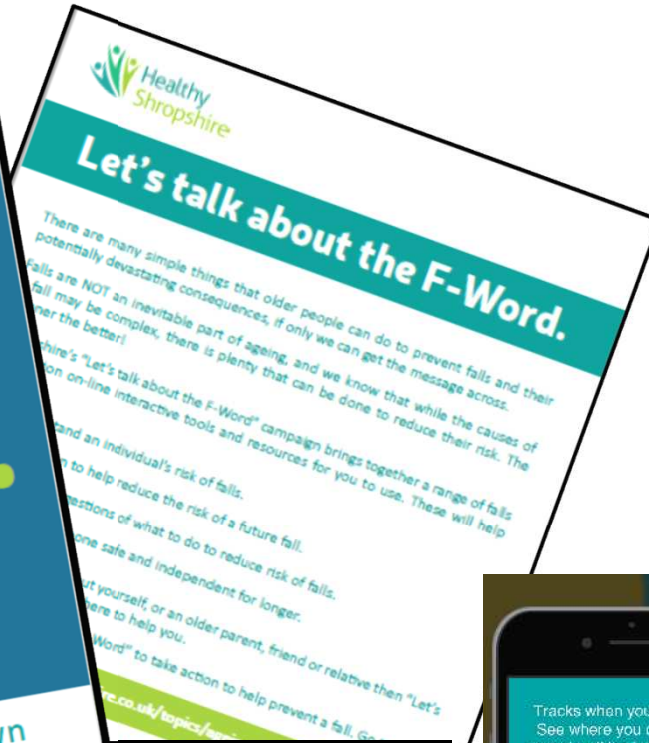
The Leisure Centre are offering 12 weeks of low cost activity taster sessions, such as walking football, table tennis & badminton. Run by trained leisure staff, the sessions will be suitable for families too. Get in touch with John and see what's going on! See inside back page for contact details.

Time Together

Time Together runs twice a month for 2 hours on Wednesday afternoons. It is for people with memory loss or dementia plus their family members or carers.

The group is run in partnership with Age UK and offers crafts, art workshops, quizzes and singing. The money from the Everybody Active project has helped the group to organise more active sessions, including tea dances. Give Judy a call for more info.

Further steps....



Active 10

