

People & Places

The story of doing it differently

(Local Delivery Pilot Narrative)

What is it?

This is the story of the work of the local delivery pilots. This story will take you on our journey over the past four years, and the challenges and successes of implementing a new place-based way of working to tackle inactivity across 12 local communities.

It will show you why we thought this approach was so important, the amazing people that have helped us every step of the way and where we think this journey will take us next.



Purpose of communicating the story

1

To spark a conversation, challenge thinking and help individuals make connections to their own areas of work.

2

To actively invite people/organisations to share their experiences of system/place-based work.

3

To encourage individuals to find out more and engage in wider learning spaces

Key Messages

Local people hold the keys to unlocking long-lasting, positive change in their communities.

Core Belief →

LDP Narrative →

People & Places –doing it differently

Certain groups of people do not take part in physical activity as much as others and may not have done so for quite some time. Our local work is determined to change this and make a difference where it matters most.

Key Message Pillars →

Addressing stubborn inequalities in physical activity is at the heart of this work

We are all influenced by lots of different factors that surround us in our daily lives. All these influencing factors need to work coherently as a 'system' around them. If we're going to help foster positive change in these places, there needs to be a change of focus.

People make the change

An important part of our work has been investing in local people's capacity to lead change. The ability to stop and think about what can be done differently and much needed time to reflect, learn and consider are powerful tools in achieving change.

The learning is the doing

Sharing key learnings is central to the pilots' work. We're learning from each others' experiences, and we're collecting learnings about system change in different locations. Our goal is that these learnings become a useful resource for others embarking on system change

System change relies on leadership at all levels

Building momentum and directing energy from the bottom up is vital, but without the support of senior stakeholders it can quickly fade. Promoting distributed leadership can be a challenge, but it's one that is essential to enabling system change

Supporting Messages →

Addressing stubborn inequalities in physical activity is at the heart of this work

We need to work across and influence all layers of the system in order to tackle the barriers to inactivity at every level of our society. Positive outcomes are delivered by systems and interaction within them, not by particular interventions or organisations. Individuals are increasingly experiencing layers of inequalities and by continuing to develop our understanding of the inter-connections between these - we can work collaboratively to address them by influencing the system.

People make the change

The importance of people and place has never been more evident than it is now. We have seen firsthand through the work of the local delivery pilots what really unlocks the power of people. It is important that we continue to find and invest in people in places and give them the time and capacity to think and connect.

The learning is the doing

Starting with questions and pushing aside any assumptions about what success might look like is an important part of this way of working. You must be prepared to let go of practices that aren't up to the job and create the time and space to think and do things differently.

System change relies on leadership at all levels

Creating positive change in our communities requires strong leadership at every level of the system. Building momentum and directing energy is challenging but vital in enabling sustainable system change. This takes time but without nurturing and supporting leaders across the system, it's difficult to create local networks that link up different parts of it.

What communication resources are available?

- Full narrative PDF (44 pages)
- One-page summary PDF
- 12 updated pilot pen portraits Oct 2020

<https://www.sportengland.org/campaigns-and-our-work/local-delivery>



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Bradford Local delivery pilot



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Background to the pilot

Born in Bradford (BiB) is one of the largest research studies in the world, tracking the lives of over 30,000 Bradfordians. BiB conducts rigorous and applied health research to develop new and practical ways to improve the health and wellbeing of communities. The pilot builds on the BiB cohort study in three specific areas of north Bradford, with a population of 146,000, for children aged 9-14 to have better lives, better health and better skills.

What's the pilot trying to achieve?

The pilot aims to increase physical activity and improve outcomes for children and young people aged 9-14 years old who are at high risk of becoming inactive adults. Parents and families have a key part to play and will also be on the ground for the pilot. The pilot aims to reduce inequalities and will tailor interventions specifically for different ethnic and cultural groups.

The Local Implementation plan is designed around creating systems change through four themes: community awareness, organisations and family. In combination, the themes are central to an iterative development process for the overall programme. The challenge of whole-systems change rests in establishing