



## FIND YOUR ACTIVE TOOLKIT

**SUPPORTING YOU AND  
YOUR COMMUNITY TO  
MOVE MORE!**

TO SUPPORT ANYONE THAT  
WOULD LIKE TO HELP THEIR  
LOCAL COMMUNITY, GROUP,  
NETWORK, OR PARTICIPANTS  
TO MOVE MORE





# Find Your Active Toolkit

Engage the community in local activities using your assets.

**Everyone is different. There isn't one single answer to helping people get and stay active.**

That's why understanding the people you're trying to reach and knowing your audience is so fundamental. A deeper understanding of your community will help you identify potential new members, participants, volunteers or projects that your organisation or group could get involved with.

By engaging your community and bringing them on-board with you, rather than delivering something to them, you will increase the likelihood that projects or solutions will be more widely accepted and successful.

If you would like more opportunities for people to get active locally, then this toolkit can help you identify what's currently happening and how to plug any gaps. The toolkit provides information and resources to aid you with engaging local people, how to take an asset based community development approach and where to go to for support.



Engage local people



# Why is it so important to move?

**Physical activity and positive movement can come in many different forms, but the benefits are endless!**

Movement and activity can be anything, it doesn't necessarily mean spending hours at the gym, it could be taking small steps, such as ditching the car and travelling actively or meeting up with friends for a walk. The benefits of doing this, will not only make you feel better, but will improve overall health and wellbeing.

Throughout the Covid-19 pandemic, as a nation we have been given advice by the Prime Minister and Chief Medical Officer both stating, "Right now exercise is one of the best things you can do to help fight diseases like Coronavirus and other health conditions." It's free, easy to take, has an immediate effect and you don't need a GP to get some.

People who are active have a lower risk of developing many long-term (chronic) conditions, such as heart disease, type 2 diabetes, stroke, and some cancers. Given the overwhelming evidence, it seems obvious that we should all be physically active. It's essential if you want to live a healthy and fulfilling life into old age.

Click here for  
Children & Young  
People Physical  
Activity Guidelines

# What counts?

## Physical activity for adults and older adults

 Benefits health

 Improves sleep

 Maintains healthy weight

 Manages stress

 Improves quality of life

### Reduces your chance of

Type II Diabetes -40%

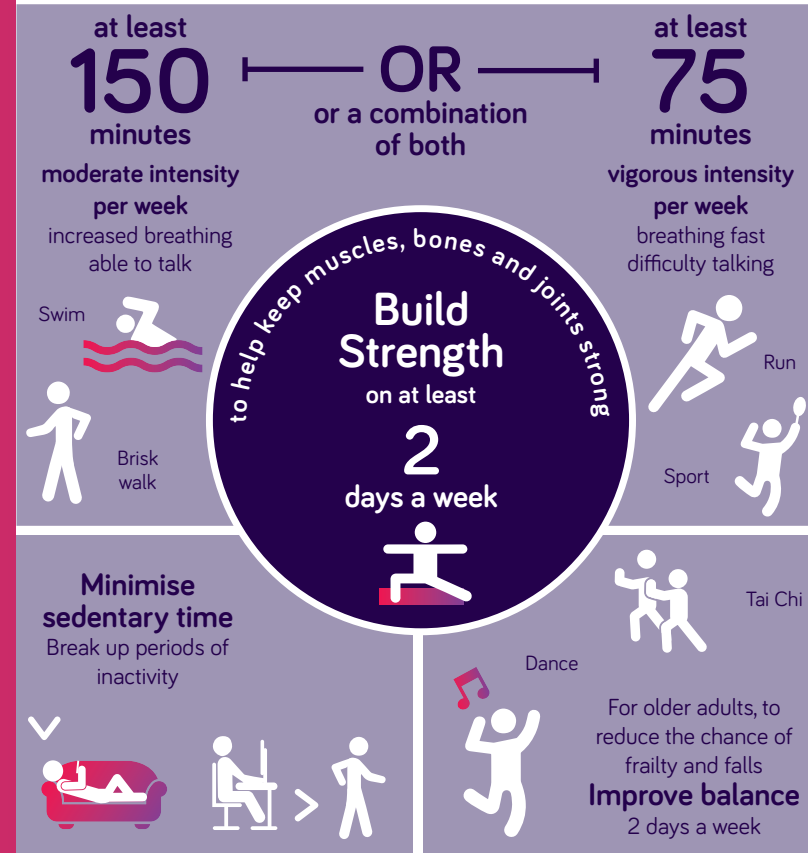
Cardiovascular disease -35%

Falls, depression etc. -30%

Joint and back pain -25%

Cancers (colon & breast) -20%

## Be active



Some is good,  
more is better

Make a start today:  
it's never too late

Every minute counts

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Be active



Dance



# Current Provision & Mapping

As a starting point, it's a good idea to find out what's already happening in your area. This can help not only avoid duplication but also highlight any gaps.

We've included a tool to help with the mapping process, there are four main questions to explore (see Figure 1). Once you have completed this mapping please do get in touch with your local Relationship Hub Team (Section 10 - details on page 11) who will be able to help you with the next steps.

If you find that there are in fact a lot of local activities happening, then you could put together an easy timetable for the community to better view what opportunities there are available. This can be advertised on noticeboards, in the local newsletter/magazine or on a Facebook Group.

Figure 1 - Questions

<b>Facilities:</b> List all local assets that activity could take place. Include both indoor and outside spaces. E.g. church, pub, tennis courts, football pitch	<b>Activities:</b> What activities are currently happening in those spaces?
<b>Trends:</b> Are most classes/activities in the day, evenings or weekends. Do the activities mainly cater for children, women or older adults?	<b>Opportunities:</b> Given what you've found are there any obvious opportunities that your local community would benefit from?



# Creating a New Activity

If you identified gaps in local physical activity provision, then the next few steps will support you to get some regular activities up and running in your community.

Keep moving



It might seem daunting reading through all the sections but take it one step at a time and remember you have support should you need it.

# Community Consultation

Figure 2 - Questions

**It is important to consult the community at the start to ensure the activities you put on are meeting the needs of those you're trying to engage.**

We have created some template questions (Figure 2) which you can use and edit to suit your needs. You can also hold focus groups or create an online form which you can share via an email circulation list (if you have one), website or Facebook groups. There are free tools out there such as, Survey Monkey to host an online survey.

Once you have spoken with the community you can collate what you have heard and identify what activities and support is needed. Look to match the preferred day and times with local assets if you don't have a venue e.g. Village Hall, Pub, School or outside space.

## **\*Something to think about**

**We know there are many barriers for some people to access activity so think about how you can understand the support people might need not just what activity they'd like to see.**

**What activity would you be interested in taking part in locally?**

1st Choice: \_\_\_\_\_  
2nd Choice: \_\_\_\_\_  
3rd Choice: \_\_\_\_\_

**What would motivate you to be active?**

*E.g. make friends, time for myself, local activities.*

**What barriers have you faced to be active?**

*E.g. Time, energy, work, transport*



**What could we do to encourage you to go along?  
What do you value?**

*E.g. In walking distance, no prior experience needed etc.*

**What days and times would be the most convenient for you?**

**What location(s) would you feel comfortable doing physical activity/sport in?**

*E.g. park, village Hall.*

**Would you be willing to pay for a session?**

☐ Yes ☐ No ☐ Don't know:

**How much?**

☐ £0-2 ☐ £3-5 ☐ £6-10 ☐ £10+

**Are there any other activities you enjoy and would like to see locally?**

*E.g. arts/crafts, gardening, coffee mornings*

# Delivery



**Once the activity and venue have been confirmed the next step is to match this with a local Coach or Instructor.**

Unfortunately, there is not one set place you can go to find a coach or instructor, but we'd suggest exploring the following.

## Surrounding Village or Town Magazine

Often a similar activity is being delivered locally and you can find details in village magazines or notice boards and get in touch with the deliverer.

## Facebook

Post something in your village Facebook site or search for a similar class.

## Google

Sometimes google might be a good place to go if you cannot source anything locally. Often fitness instructors or coaches will have websites or post details of their classes online.

Once you have sourced an instructor you will just need to ensure they hold the correct qualifications and certificates, you will need to ask to see a copy of;

- Relevant Qualification
- Emergency First Aid Certificate
- Public Liability Insurance
- Safeguarding Policy & training if appropriate
- DBS – only if in regular contact with children and young people or Adults at Risk

## Costs

Every deliverer will charge differently depending on the activity, audience, venue hire and what equipment is required. £5 is an average cost of fitness classes and sessions but speak with them about this. It might be that you could get some funding to support start-up costs whilst the activity becomes established, or to help subsidise the costs. **See Page 10 for more details.**

## \*Something to think about



**We know from Sport England's, Active Lives Data that those from lower socio-economic backgrounds are less likely to participate in activity so cost could be a barrier.**





# Self-led Activities

If the community would like an activity that does not require a coach or instructor, for example Table Tennis, Badminton or a Walking Group then you can run this as a Community-led activity.

Initially an individual or small group would need to be responsible for getting the activity up and running but once running as a group, people can take on different roles. This can include collecting money and paying for the venue, setting up and packing away the equipment, preparing refreshments.

Any initial start-up costs that would be required for equipment or training could be sourced and will be covered on **Page 10**. After running some Free Taster Sessions, we would suggest charging £1 - £3 per session depending on numbers and venue costs.

This can cover:

- Hall Hire
- Refreshments
- Any surplus can be built up for replacement equipment or to cover venue hire if numbers are low some weeks.



# Funding



**Whether you're setting up a professionally led or self-led activity you might require a small amount of funding to get it started. You might need to cover;**

**Printing costs  
for posters**

**Adverts in local Mags  
and/or Social Media**

**Equipment**

**Refreshments  
(for the first few weeks)**

**Venue hire  
(for the first few weeks)**

**Instructor/Coach fees  
(for first few weeks)**

**Training for volunteers  
e.g. walk leader training,  
first aid etc**

We have highlighted some funding streams that you could apply to for support, but we would recommend that you get in touch with your local Relationship Hub team first for guidance.

In the most part, you will need to be a constituted group or organisation to apply for funding. If you are a voluntary or community group (not an incorporated organisation) wanting to apply for our funding, you need to have a written constitution (or governing document) which sets out rules on how your organisation is run – this is known as being 'constituted'. Your local Relationship team can support you with this and any other questions.

## Active Networks

Every area in Greater Essex has an Active Network which holds funding for their local communities to access to support the provision of Physical Activity. Get in touch with your Relationship Hub Team for more information and contact details.

## Active Essex – Find Your Active

Many people in Essex have become physically deconditioned because of the pandemic. Find Your Active is a new campaign to encourage everyone in Essex, Southend and Thurrock to make physical activity a fun and regular part of their lives.

The Find Your Active Fund is a simple and short application process. This new fund focuses on awards that can support organisations to take immediate action to engage people who are less active because of the pandemic.

[www.activeessex.org/find-your-active/support-for-groups-and-organisations](http://www.activeessex.org/find-your-active/support-for-groups-and-organisations)

## Councillor Community Grants

Speak with your local Councillor, it maybe something they could support with their community grant scheme.

# Advertising

**Once you have everything in place you then need to let everyone know about it!**

## Email

It is a good idea to contact those that responded to the consultation directly, so they feel they've been listened to. You can then send information about the launch.

## Active Essex, Activity Finder

[www.activeessex.org/activity-finder/](http://www.activeessex.org/activity-finder/)

Upload your activity here for everyone to find!  
For support, email [Holly.Adams@activeessex.org](mailto:Holly.Adams@activeessex.org)

## Poster

create a poster to share physically and electronically.

## Local Newsletters or Magazine

contact the editor and include the poster and/or a short article about the new activity launch.

## Facebook

post information about the new activity on local Facebook groups.

## Active Essex Virtual Notice Board

email [administration@activeessex.org](mailto:administration@activeessex.org) with all the details and we'll add it to our virtual notice board.

# Further Support

There is a lot of information to take in, but it doesn't all have to be done in one go and there is support available. Below are the contact details of your local Relationship Hub Team which you can call upon should you need some support or advice.

## North Essex, Colchester & Tendring

### Hayley Chapman

✉ [Hayley.chapman@activeessex.org](mailto:Hayley.chapman@activeessex.org)

### Ian Duggan

✉ [Ian.duggan@activeessex.org](mailto:Ian.duggan@activeessex.org)

## Mid Essex, Braintree, Chelmsford & Maldon

### Simon King

✉ [Simon.king@activeessex.org](mailto:Simon.king@activeessex.org)

### Hollie Wood

✉ [Hollie.wood@activeessex.org](mailto:Hollie.wood@activeessex.org)

## South Essex, Southend, Castle Point & Rochford

### Lee Monk

✉ [Lee.monk@activeessex.org](mailto:Lee.monk@activeessex.org)

### Jim Messenger

✉ [James.messenger@activeessex.org](mailto:James.messenger@activeessex.org)

## South West Essex, Basildon, Brentwood & Thurrock

### Juliette Raison

✉ [Juliette.raison@activeessex.org](mailto:Juliette.raison@activeessex.org)

### Stuart Tryhorn

✉ [Stuart.tryhorn@activeessex.org](mailto:Stuart.tryhorn@activeessex.org)

## West Essex, Harlow, Uttlesford & Epping

### Rachel Lewis

✉ [Rachel.lewis@activeessex.org](mailto:Rachel.lewis@activeessex.org)

### Courtenay Mosley

✉ [Courtenay.mosley@activeessex.org](mailto:Courtenay.mosley@activeessex.org)

Here to help





