



# Moving More Activity Finder Impact Report 2023- 2024

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## Introduction

Funded as part of the *Active Together* contract (contract with Adult Social Care focused on older adults) [Moving More](#) is a Partnership initiative which seeks to encourage greater awareness of and participation in existing physical activity opportunities in Hertfordshire. Known as Moving More, the Activity Finder is an online search tool enabling members of the public or professionals working with them, to search for local physical activity opportunities. The tool is powered by Open Data, which means that all activity sessions that have agreed to 'open' their activity data will appear within the tool.

## Project background

The Activity Finder sits on the Moving More Website, a standalone website created by HSP to encourage engagement from partners with the tool.

In April 2023 a full time Project Officer was employed through funding from the NHS Better Care Fund to work solely on the project. The Officer is employed by HertsOne GP Federation, but predominantly working within HSP. Their role has involved working with strategic partners, such as London Sport, Imin and Played, as well as connecting with wider partners and the public to increase the usage and traffic to the Moving More website.

The project also has the dual objective of increasing the number of activity sessions available on the finder. This involves working with leisure operators to encourage use of Open Data compliant booking platforms



as well as engaging and supporting smaller community providers to share their sessions, typically through Open Sessions.

Through the joint working with HertsOne GP Federation we have well established links to the NHS and wider health system. Through these relationships increasing healthcare professional's awareness and confidence to discuss Moving More as a referral pathway to physical activity has emerged as another key objective of the project.

## Implementation



Much of the project's focus over the last year has been on the redevelopment of the Moving More website. In February 2024, tying in with the new website and updated branding, Moving More was relaunched.

The aim of the new website is to improve usability, including making it easier to search for activities. This includes the development of a new widget, meaning the Activity Finder search bar is now the first thing you see when visiting the website. The new website also includes additional pages that had been identified by partners as previously missing, including a section on working out at home and an area for health professionals.

The wider relaunch was supported by a targeted marketing campaign that ran throughout February. As well as HSP's own marketing efforts, a marketing communication pack was created for partners to encourage them to share our messaging. Tying in with the month-long relaunch we hosted two webinars. One webinar for those that would use the Activity Finder to find activities and the other for those who want to upload their sessions. Alongside ourselves, the webinars featured presentations from experts in this field, Played, Imin and London Sport. The feedback from these webinars was positive, with conversations following them leading to new sessions being uploaded as a result. Throughout the relaunch campaign the number of visits to Moving More also increased.

Over the last year, we have also worked with a developer to create a web-based app. The app created allows the same functionality as the website but sits as an icon on the user's phone. The app presents the added benefit of being able to send notifications to users, helping to encourage continued engagement with the Activity Finder.

We have been working with London Sport on the development of their bulk upload function to Open Sessions. We have been part of their pilot to help to see how this would run as a project in the future for anyone to be able to use, Hertfordshire Health Walks and the Secret Space Yoga Studios have been part of this pilot, which helped to successfully upload all their sessions to Moving More.

We have also worked with Imin to increase our back-office functions, developing the ability to be able to see how many activities and where they take place. Being able to also break this down to Local Authority and even Ward level, has helped analyse sessions in our targeted place-based communities. We can then use this data to see where activities are limited so need extra provision, or where we know activities take place but are not currently appearing on Moving More. This has been a great feature for reporting. We use the data to produce monthly reports which are shared with the wider HSP team and Local Authorities colleagues, helping them to be insight led and appropriately promote Moving More to organisations that are not currently on the tool.

## Partnerships

Moving More has been presented at over 30 partner event.

KEY PARTNERS
HCC ADULT SOCIAL CARE
HCC PUBLIC HEALTH
HertsOne GP Federation
London Sport
Imin
Played
Dr Pani Sissou
Hertfordshire Health Walks

## Outcomes and Benefits

Since relaunching the website and subsequent promotion of Moving More, there has been a significant increase in traffic to the website. When comparing the number of website visits during 2022-2023 to 2023-2024 there has been an increase of 80.4%. The number of sessions appearing on the Activity Finder has increased by 24.8%, when comparing the same time periods.

All Local Authority funded Leisure Operators in Hertfordshire bar one\* are now publishing their data to the tool, as well as many of the independent centres. \*The only exception is Broxbourne where they operate their centres 'in house' with a system that is not compatible – we continue to work with them to correct this. There is an ongoing focus on smaller operators and independent sport centres to do so which is progressing well.

Key countywide programmes have successfully been added to Moving More. This has included all Parkruns in the county being added to the tool. The bulk upload function that was piloted with HCC Healthwalks was successful in including these on the Activity Finder. This has overcome

the initial capacity issues associated to manually uploading so many walks.

Integration of Moving More into the health system has progressed well. We have attended numerous connections events, including PCN meetings, Primary Care webinars, HertsOne condition specific meetings (e.g. Leg Ulcer Nurses), Healthy Hub events/meetings and other countywide strategic groups (e.g. Healthy Weight Network). There are also two healthcare professional specific webinars planned May 2024 to support further integration.

Embedding this at PCN level has emerged as a good way to reach health professionals, which we will continue to follow. So far, this has included pilot presentations to Stevenage South and Hertford & Rural PCNs, as well as a presentation to countywide PCN Managers.

## Key Learnings

In addition to improving the numbers of people using the tool to advertise and discover/signpost to activities, having the dedicated resource of an Officer working fulltime on Moving More has generated a number of further benefits. These include:

- Helping professionals and members of the public to understand the benefits of being physically active.
- Helping people to discover the myriad of opportunity that exists; ending the stereotype thought process that being active means someone has to go to a gym or a fitness class.
- Providing a free point of discovery for physical activity session deliverers, regardless of organisation size or financial position.
- Enabling activity deliverers to reach those facing the harshest inequalities that stand to benefit the most from taking part.
- Harnessing the power of open data to ensure that no vulnerable resident is signposted to an activity is no longer running.
- Identifying where there are gaps in physical activity provision that can be explored and (where needed) corrected.
- Providing a shop window to advertise other beneficial services to vulnerable residents, e.g. HertsHelp.

## Next Steps

1

Work with Health Care Professionals to support use of the Activity Finder in a clinical setting.

2

Continue to grow the profile of Activity Finder, as well as the amount of users and sessions that are available.

3

Continue to develop the app and increase the number users who are downloading it.



## Conclusion

Over the last year, significant progress has been made in growing the number of sessions on the Activity Finder as well as those using it. Through the relaunch, the Moving More brand has also grown, with partners now recognising the potential benefits of utilising the Activity Finder more than ever.

Alongside connecting the tool to existing systems, a significant amount of effort has been dedicated to improving the tool and the website around it over the last 12 months. We are now at the point where we should be able to reap the benefits of these improvements by further embedding into the healthcare and community systems with far greater engagement and success.

Moving More and the Activity Finder has shown that it can work within all areas of HSP, and feeds into all projects. Helping to support the residents and the community.

11,000  
Activities  
currently on  
the Activity





# Moving More

Herts  
**Sport &  
Physical  
Activity**  
Partnership

