



Active Local

Impact Report 2023-24

Claire Stratford, Active Local Team Lead
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Introduction

Active Local is the Herts Sport & Physical Activity Partnership's (HSP) collaborative place-based initiative. It supports targeted communities in highlighting their strengths, whilst also responding to local need and identifying where support, intervention or extra capacity could help create a more joined-up approach to tackling inequalities and reducing physical inactivity.

Adopting Asset Based Community Development (ABCD) principles, we are seeking to use sport and physical activity to address inactivity, social disadvantage and health inequalities within a targeted community in each of Hertfordshire's 10 District and Borough Council areas. Those areas have been selected using key data and insight, in conjunction with the respective Local Authority and Hertfordshire County Council's Public Health team.

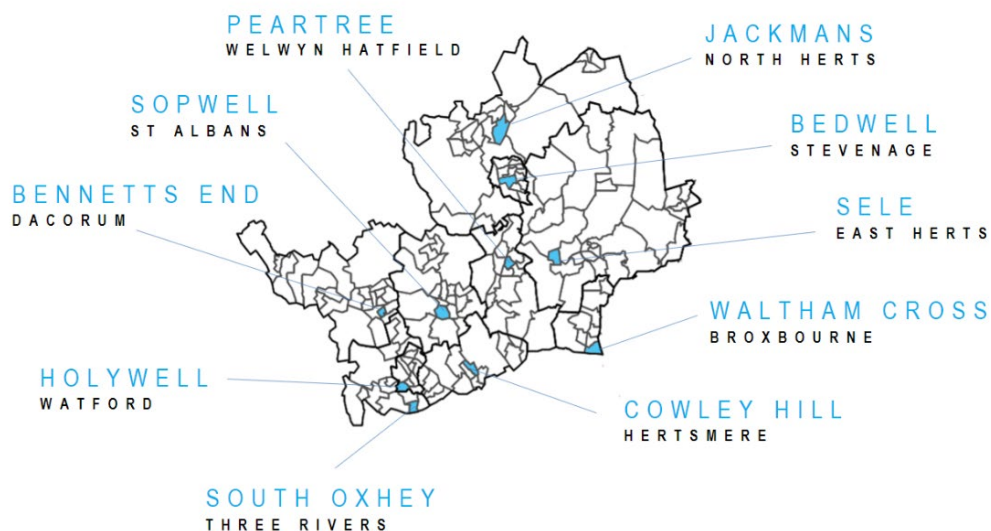


Figure 1 – Hertfordshire Map locating all Active Local Areas

Our Approach



The Active Local programme involves the deployment of one of our core team in each of our targeted areas each week. Each Officer will undertake a comprehensive mapping of community assets, including places and people and facilitate extensive consultation with the local community.

In partnership with a steering group, consisting of representatives of key local organisations, each Officer will be responsible for creating and delivering a local Sport and Physical Activity Action Plan to best meet the needs of local people.

Each Officer will have access to programmes and funding to be utilised within their respective Active Local areas. Whilst there may be restrictions around how some of this funding is used, it will be for the local community to determine how those resources are optimally deployed for the benefit of residents. Collectively we will strive for co-design and co-delivery of local interventions.

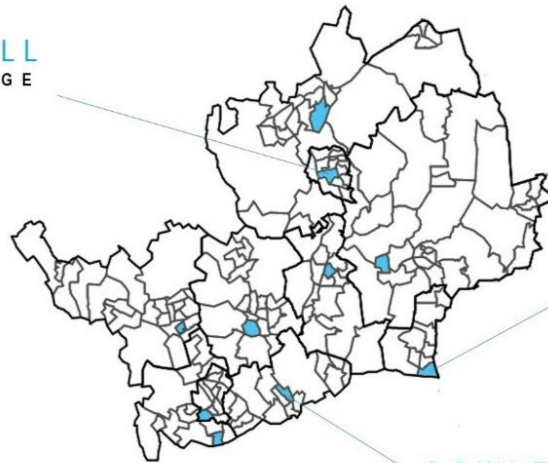
Spotlight Areas

As of January 2024, Active Local transitioned to having three Active Local Officers increasing their time spent each week in our 'Spotlight' areas. These areas are; Waltham Cross (Broxbourne), Bedwell (Stevenage) and Cowley Hill (Hertsmere).

These areas have been identified as they are the highest areas of need in Hertfordshire, facing the highest inactivity and deprivation levels. Increasing Officer resource in these areas will enable the Officers to have a greater impact in their work, by investing more in those that need it most.

SPOTLIGHT AREAS

BEDWELL
STEVENAGE



WALTHAM CROSS
BROXBOURNE

COWLEY HILL
HERTSMERE

Figure 2 - Hertfordshire Map locating the Spotlight Areas

What does success look like?

Success through the eyes of the community will be different to the success through the eyes of organisations and partners.

Through the eyes of the community

For communities, success is personal, localised and witnessed in their daily lives. Our approach looks to ensure these communities are heard, valued and that they feel empowered to take the lead within their communities. Alongside this, we want to ensure they have the opportunities and workforce to take this lead to leave sustainable change.

Through the eyes of Organisations and Partners

Effective collaboration, sustainable impact and measurable outcomes are key to demonstrating success for Organisations and Partners.

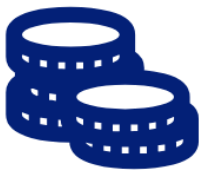
Working together to remove system barriers will play a key part in how they can witness the support they play for their communities.

Key Components of Success:

- 1) **Productive relationships:** Success hinges on developing productive relationships with communities, organisations and partners built on trust, transparency and shared goals.
- 2) **System Change:** Improved connectivity across all levels of the systems within Hertfordshire to drive sustainable change.
- 3) **Measurement Tools:** Utilising tools such as the Empowerment Matrix and Resident Case Studies to quantify progress and capture qualitative insights through lived experience as a result of our interventions.
- 4) **Effective Implementation of HSP Programmes:** Through supporting the successful implementation of Programmes such as Holiday Activities and Food Programme (HAF) and Strength & Balance classes to ensure they are targeting the right residents.
- 5) **Area Knowledge:** Becoming the go-to person within the communities signifies success in having the understanding and knowledge of communities along with opening new doors for collaboration and opportunity.

Summary of Impact

This Infographic highlights the impact of our work in the 10 Active Local Areas from April 23 – March 24.



£1,249,050 Invested
Funding



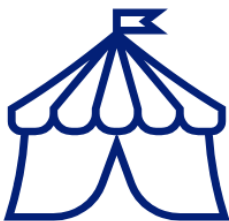
338 New
Relationships Created



288 Projects Supported



250 Partnership Meetings



107 Events Attended



587 Days Spent in
Active Local Areas

Headline Achievements

Steering/Working Groups

There are now a total of five Steering/Working Groups operating across Hertfordshire. Three of these are located in each one of our 'Spotlight Areas'. Approximately 15 partners attend the newer formed groups with well-established groups on average having 30 attendees around the table. The groups tend to meet every quarter and include a variety of partners such as; community leaders, Councillors, local authority Officers, community groups, sports clubs, faith organisations, Community Voluntary Sector (CVS) and Police Community Support Officers (PCSO's). These groups provide the space to discuss area priorities and to improve project and programme collaboration across areas.

Place-based Advocacy

- **106 delegates attended and represented from 76 different organisations**
- **Eight workshops delivered**
- **76 pledges from partners made to continue to support our work in place**
- **Annie Brewster (High Sheriff of Hertfordshire in Nomination) announced the launch of her Year of Sport for Good utilising our #MoreThanSport strapline supporting the work of Active Local.**

On 6th December 2023 the Active Local Team hosted the Annual HSP Conference which focused on the Partnership's place-based approach, known as Active Local. The event focused on celebrating the successes and challenges of a year in post for our new Active Local Officers along with inviting new partners to join us, improve their

knowledge of place-based work and help shape the future of our approach.

The Active Local ‘Our Year’ video which was showcased on the day looked back at some of the work that has taken place in our communities over the past year, along with highlighting some of the team’s achievements. The video can be found [here](#).

Influencing the System

The team continues to play a part in influencing the wider system within Hertfordshire, continuing to see system partners implement their work and align with our strategic aims of tackling inequalities and reducing physical inactivity. A few examples; presenting to several Primary Care Networks (PCN) to improve the connectivity of the Health industry, the partnership with Hertfordshire County Council (HCC) in delivering the Community Cycle Project to remove barriers to Active Travel, the Never Too Late Campaign in partnership with HCC aiming to understand and remove barriers for older adults when accessing sport and physical activity and the chiring of Families First Partnership Meetings.

Implementation of HSP Programmes & Investment

The team continue to ensure the success of HSP Programmes and funnelled investment in our Active Local areas working alongside the wider team. Examples are; Opening Schools Facility Fund (£270,577), HAF Holiday Camps (£443,933), Summer Parks Programme (£70,000), HCC Strength & Balance Classes (£44,250).

Area Specific Projects

Numerous projects and programmes are running across all 10 Active Local Areas, here are three project highlights to give an insight into some of the achievements the team have made.

Bedwell – Build a Better Bedwell

On Wednesday 13th March, key partners and community members introduced a new initiative in Bedwell aimed at combating organised

crime and improving resident wellbeing by integrating two government initiatives; 'Clear, Hold, Build' and 'Safer Streets.' Active Local Bedwell, in collaboration with the Herts Constabulary and sports sector partners, facilitated the event, focusing on using sport and physical activity to drive positive change. Over 50 attendees, including Stevenage Borough Council, Stevenage Football Club Foundation, Survivors Against Domestic Abuse and the Police Crime Commissioner, participated, discussing collaborative strategies. The next steps involve developing a local organisation directory, producing a summer newsletter, and working with authorities to enhance community safety and wellbeing. A highlight video can be found [here](#).

Waltham Cross – Community Cycling Workforce

In response to a local gap in cycling provision and qualified instructors,



Figure 3 - Participants who took part in the Community Cycling Course

efforts were undertaken to address this need.

Collaboration between Broxbourne Borough Council, British Cycling and Lee Valley Regional Park Authority led to the organisation of a Level One Ride Leadership Course at Lee Valley White Water Centre on Saturday 24th February

2024, as part of HSP's Coach Education Week. The course proved highly successful, with the need to add a second tutor to double the number of participants. The course was fully booked with 18 participants in attendance. The project aligns with the Council's strategic priorities relating to Active Travel and they have since offered paid work opportunities to the cohort. This programme will feed into the proposed Active Local Workforce Programme to upskill residents to become the future workforce within communities to leave lasting sustainability within our 'Places'.

Cowley Hill – Friday Night Project

Friday Night Project (FNP) is the most successful youth engagement



Figure 4 – Annie Brewster, The High Sheriff in Nomination visits Friday Night Project

project in Hertfordshire attracting an average of 110 young people per session every Friday night. The project is led by a Consortium including; Hertsmere Borough Council, Clarion Futures,

Sporting Inspirations CIC, School of Hard Knocks, Hertswood Academy, Leecliffe Big Local, Services for

Young People and HSP. The overarching aims of the project look to provide a safe and engaging environment for young people aged 11-19 to socialise, participate in various sport and physical activity and receive support services if needed. It is important to note that data from the Hertsmere Community Safety Unit receive the lowest average of calls during the time FNP is running, evidencing that the intervention is having a positive effect on the reduction of anti-social behaviour in Cowley Hill.

Key Learning

Building on what we already know about a place-based approach, we know it takes time, relationships are fundamental and recognising it is really challenging to capture and measure the difference you are making. We have continued to take the time to step back and reflect on the work we are doing to inform and shape our future approach.

Clearer clarity on offer from the start – It is important to ensure that the information provided to the Active Local Team which is then passed on to Active Local communities is transparent, easily understood and guidance is clear right from the beginning. Another option is to invite the individual providing the information along to meet the community which was the case for Sported (a charity which delivers expertise, resources and support to clubs and groups) when Rob Danson attended several Steering Group meetings.

Inputting into wider HSP Programmes from the start – The Active Local Team have first-hand knowledge and insight into their areas; therefore, it is crucial they play a part in shaping projects from the start. An example of this is the selection of locations, awareness of resident behaviours, youth voice and partner co-design and co-delivery for the up-and-coming Summer Parks Programme.

Influence Contracts – Similar to the input into HSP Programmes, the Active Local Team can add value in influencing new and re-commissioned contracts to ensure that 'Place' remains a priority. For example, we are working closely with the Health Team after the successful recommissioning of the Strength & Balance classes funding, via HCC's Adult Social Care. The contract needs to ensure that there is a target on engaging the right residents along with looking to enable participants to progress from beginner into intermediate classes.

Workforce Development – For the past year Active Local have offered a bid writing service through Funding4Sport. This is a fantastic offer however if we want to focus on sustainable change within our communities, we need to ensure we are upskilling organisations to acquire these skills rather than always holding their hand. Therefore, bid writing training will form one element of the Active Local Workforce Programme the team are pulling together.

Capturing & Measuring Impact – With the resources the Active Local team have within the Partnership, we are achieving a significant amount. The Empowerment Matrix which looks to measure the strength of our relationships within our ‘Places’ has now captured 12 months’ worth of data, showcasing an improved score at 12 months than at 6 months, both performing above the targets set.

Active Local Brand – A key learning from this year has been the relaunch of our Active Local brand, with a heavier focus within ‘Spotlight Areas’ to

grow the presence of the brand over the Officer. We are looking to add Active Local branded uniforms, banners and other marketing collateral to ensure communities associate the work the Active Local Officers are delivering to the brand. By raising this awareness, this will in hand also improve the trust and relationships of the local communities.



Figure 5 - The new Active Local Logo

Case Studies



Please find the below selection of case studies showcasing a selection of projects and programmes the Active Local Team have undertaken.

[Building a Better Bedwell Case Study.pdf](#)

[Lee Valley Regional Park Authority Together Fund Case Study.pdf](#)

[Choices Cowley Hill Case Study.pdf](#)

[Peartree Steering Group Case Study.pdf](#)

[Refugee Gym Scheme Case Study.pdf](#)

[The Red Shed Together Fund Case Study.pdf](#)

[Active Local Conference Overview.pdf](#)

Next Steps

1

Workforce Programme

Upskill members with lived experience to become the future workforce in order to leave lasting sustainability within our 'Places'.

Annual Action Plans

Each 'Spotlight Area' has compiled a comprehensive Annual Action Plan that will be delivered from April 24 – March 25.

2**3**

Universal Offer

Confirm Universal 'Place' Offer for all 10 Active Local Areas following the launch of the Sport England Universal offer.

HSP Programme Implementation

Continue to influence, promote and support the wider HSP team in the successful implementation of the Programmes such as Park Play, Live Longer Better, Opening Schools Facility Fund and HAF.

4**5**

Movement Fund

Promote and encourage organisations to apply for the latest funding from Sport England, due to launch end of April 2024. Continuing to use the feedback from the Together Fund in reaching the right organisations for this fund.

Sport England NELP Framework

Continue to attend and engage with Sport England's National Evaluation and Learning Partnership's (NELP) Conceptual Framework to support the development and growth of the Active Local Team.

6

7

Facility Development

We understand that facilities within communities play a huge part in the removal of certain barriers. Most facilities are at capacity within our Spotlight Areas so emerging projects such as the investment into Football Foundation PlayZones are vital. We will look to support the activation of these sites.

8

Communities of Learning

Building on leading the way with advocating for place-based working, we will look to continue to educate and raise awareness of place-based working by hosting a Communities of Learning workshop.

9

Place Clusters

Connect, learn and collaborate within a place-based context as part of the East Region Place Cluster working alongside Sport England, Place Partners and other Active Partnerships.

