



everyone ACTIVE
**COMMUNITY
WELLBEING
STRATEGY**

"UNITING COMMUNITIES THROUGH ACTIVITY"

www.everyoneactive.com



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UNITING THE MOVEMENT

Everyone Active has a proud history of delivering a high-quality activity provision across our community leisure services. We have created a new Community Wellbeing Strategy which is aligned to the new Sport England Strategy 'Uniting the Movement'. Our strategy outlines how we will support the delivery of the Sport England objectives, as well as focussing on the local need by working with our communities.

We have set a vision for our project along with a mission and set of values which will focus our teams on supporting the delivery of our objectives, as well as inspiring others to work with us to achieve our ambitions for community wellbeing.

We will assess our approach to delivering our strategy across our local communities, with each pathway being developed specifically to engage with communities and understand the local landscape. This will help us identify how we can create capacity to deliver wider a local service and activity provision.

We will discuss with our partners what we think community wellbeing outcomes should look like, and how they support local plans and projects. We will be

flexible, as both challenges and new opportunities develop, so we can evolve our way of working and ensure what we do is for the benefit of our communities.

We will share with our partners our ideas and suggestions for new community programmes, which will support joined up thinking and integration of services across our local networks.

It is important now more than ever we continue our work existing partners and look to create new relationships to open opportunities for a wide range of people that are less likely to be active. Working together will re-engage communities, using activity to connect people and improve all important health and wellbeing.

People are undoubtedly our greatest asset, with this being demonstrated throughout the covid-19 pandemic, and for this reason we are committed to training and education through apprenticeships and skill development programmes. This will help reduce skill gaps and provide further job opportunities to create greater resilience and stability across our communities.

We want everyone to join us in 'Uniting the Movement', leading to a more active nation, by providing people greater opportunities to support each other to improve health and social wellbeing.

VISION

“Uniting communities through activity”

MISSION

“To encourage our customers to undertake 30 minutes of activity five times a week, two of which are in our centres.”

VALUES

- Dedicated to **Progression** of community plans and wellbeing **Ambitions**
- Being **Supportive** to community groups and organisations to inspire **Innovation** as we recover
- Providing **Positive** interactions with our communities by being **Collaborative**
- Being **Inclusive** to all and ensuring everyone is part of the community **Movement**

THE EVERYONE ACTIVE **COMMUNITY** PLEDGE

“The Everyone Active Community Pledge is to promote healthy and happy communities by supporting everyone to take part in activity. To identify opportunities which will engage people into moving more often. We will continue to focus on the strengths of our communities and continue to find new ways to innovate and introduce quality activity provision. We will ensure we focus on individual development to sustain and grow our community delivery. And we will work closely with our local, regional, and national partnerships to co-deliver against the new Sport England Strategy objectives. We will strive to support our local communities improve on overall health and social wellbeing.”

In summary, the community pledge will include;

- Promotion of healthy and happy communities
- Utilising community assets for activity, health, and social wellbeing
- Identifying opportunities for people to move more
- Innovating and introducing quality activity provision
- Supporting individual development
- Working closer with local, regional and national partnerships

UNDERSTANDING THE ISSUES WITHIN COMMUNITIES

To assess our localised approach, we will follow a consistent process to understand the key issues within our communities. We will conduct local insight to understand the local landscape, relationships, and resources to discover ways to enhance our provision. We will identify with our partners the local issues that need to be addressed, understanding what needs to be achieved, and look at joined up solutions to deliver against those objectives. We will plan with our communities how we are going to support wellbeing activities, as well as working together to evaluate our achievements. We will focus on areas that need to be improved to plan our longer-term development for wellbeing recovery.

To understand our local communities, we will continue to review insight from local health profiles, JSNA's, and Active Lives surveys. We will continue to utilise internal data platforms such as the Single Customer View to understand changing behaviours within our communities.

By undertaking this process, we will be able to align both the local authority key performance indicators and the objectives of the new Sport England strategy in our approach to delivering targeted programmes and activities for those who need it most.



ASSESSING OUR DELIVERY FOR COMMUNITY WELLBEING

We will assess our delivery for community wellbeing by exploring with our local community the multiple ways in which we can work together to deliver our planned objectives.

To deliver our strategy, we will assess two possible approaches. These approaches are determined by the need of the local community and the current resourcing in place.

Pathway one is an integrated approach with our leisure service teams. This will mean working more with our local, regional, and national partnerships to co-design and deliver programmes across our communities.

Pathway two utilises current active community resources, to continue previous projects, and establish new projects to address issues identified in local insight. This pathway provides a more direct approach, supported active community managers, community coaches and activators.

Both pathways will be supported across multiple departments by the regional development team.



THE THREE LAYERS OF COMMUNITY WELLBEING

COMMUNITY OUTREACH PROGRAMMES

TARGETED CENTRE COMMUNITY PROGRAMMES

CORE ACTIVITY SERVICES

Our community offer will have three subsequent layers.

Layer one will include a core offering with a wide range of activities. We will deliver more fitness, swim, sports, and digital initiatives that all centres and communities can get involved in.

Our second layer of community wellbeing will consist of more targeted programmes for specific groups that need it most. This will be facilitated and delivered by our centre and community experts.

Layer three will provide further opportunities for community wellbeing. Active community teams will offer a service which provides opportunities for communities that are hard to engage. We will deliver these services and activities by working with our local partners to co-design and deliver the right activity, in the right place, at the right time.

OUR SIX COMMUNITY PROGRAMMES

1 COMMUNITY EDUCATION & EMPLOYMENT PROGRAMME

Providing education, training, and employment programmes in local communities.

- Kickstart
- Apprenticeship
- Community Online Learning

Work with the education partners to campaign our opportunities to young people

4 INEQUALITIES SUPPORT PROGRAMME

- Targeting the following groups to provide free activities to support them re-engage with communities;
 - Looked after children
 - Care Leavers
 - Young offenders rehabilitating
 - Low income families
- Working with local authorities to identify these groups

2 CLUB SUPPORT PROGRAMME

Our Community Club support programme will consider:

- Flexible programming
- Flexible pricing
- Club funding advice and support
- Club digital marketing campaigns
- Club open days
- Talented Athlete Memberships

We will work Sport England and LSP's on the Club Matters Programme

5 NATIONAL PARTNER & LOCAL NETWORK PROGRAMME

- Work with local and national partners to campaign free community slots in our sports hall and meeting space to local network support groups
 1. Disabled Users
 2. Children & Young People
 3. Older People
 4. BME
 5. Volunteering

3 EXERCISE REFERRAL PROGRAMME

- Adult Exercise Referral
 - Fitness, Swim and Group Fitness
- Children's Activity Referral
 - Family months activity pass
 - EAO - Online Digital Activities
- Working with local GP's and school nursing teams

6 COMMUNITY DIGI-ACTIVITY PROGRAMME

- Providing free access of our Everyone Active on Demand Platform for hard to engage groups and organisations to stream on demand activities
 1. Care homes
 2. Disability and Special Care Homes
 3. Special Support Schools
 4. Rural community places such as schools

CONNECTING PEOPLE AND PLACES

Our strategy appreciates the importance of people, places, and partnerships in our communities.

For our programmes to be successful we will find ways to engage people with places to provide the necessary activities to support targeted health and wellbeing intervention.

Our communities have great places to be active from village halls, playing fields, walkways, cycle trails, and country parks. By working together our objective will be to educate the benefits of being active, how to access, and how to make the most of the great facilities available in their community.

PLACES

COLLABORATION

PEOPLE

WORKING WITH STRATEGIC PARTNERSHIPS

Collaboration is one of Sport England's core values, which we have adopted within our own strategy along with positive interactions with partners, community groups and organisations.

Everyone Active will continue to work with Sport England, UKactive and Public Health England on national initiatives, campaigns, and programmes to provide our communities.

We will work with a variety of charity and voluntary organisations to provide frameworks for initiatives and programmes to implement at local level.

We will encourage our leisure and community teams to engage in local community partnership groups to support with implementation of our community programmes.

This will provide a good opportunity to share learning and good practice through partner networking, community news, case studies, partner webinars, and community events.



WORKING COLLABORATIVELY WITH AUTHORITY PARTNERS

As the sport and leisure sector returns to operation, we will continue to assess the current landscape and what level of support our teams will need to continue the delivery of high-quality service provision.

We will continue to work with our Local Authority partners to enable us to meet our combined community objectives. We have considered some areas to explore as part of our collaborative work which are: -

SHARING RESOURCES

Joined up approaches to delivering community wellbeing.

COLLABORATION

Collaboration on marketing, digital communications, and PR messages.

INSIGHT AND RESEARCH

Conducting or sharing insight / research which will help deliver community wellbeing initiatives.

CONNECTING WITH STAKEHOLDERS

Connecting with key stakeholders in education, health, social care, and housing.

CONNECTING WITH LOCAL PARTNERSHIPS

Support with initial and ongoing engagement with school and education networks, business sector, and voluntary sector groups.

RELATIONSHIPS WITH PUBLIC SERVICES

Relationships with public facilities, community centres, village halls, parks, green spaces to deliver for community activities.

FUNDING APPLICATION SUPPORT

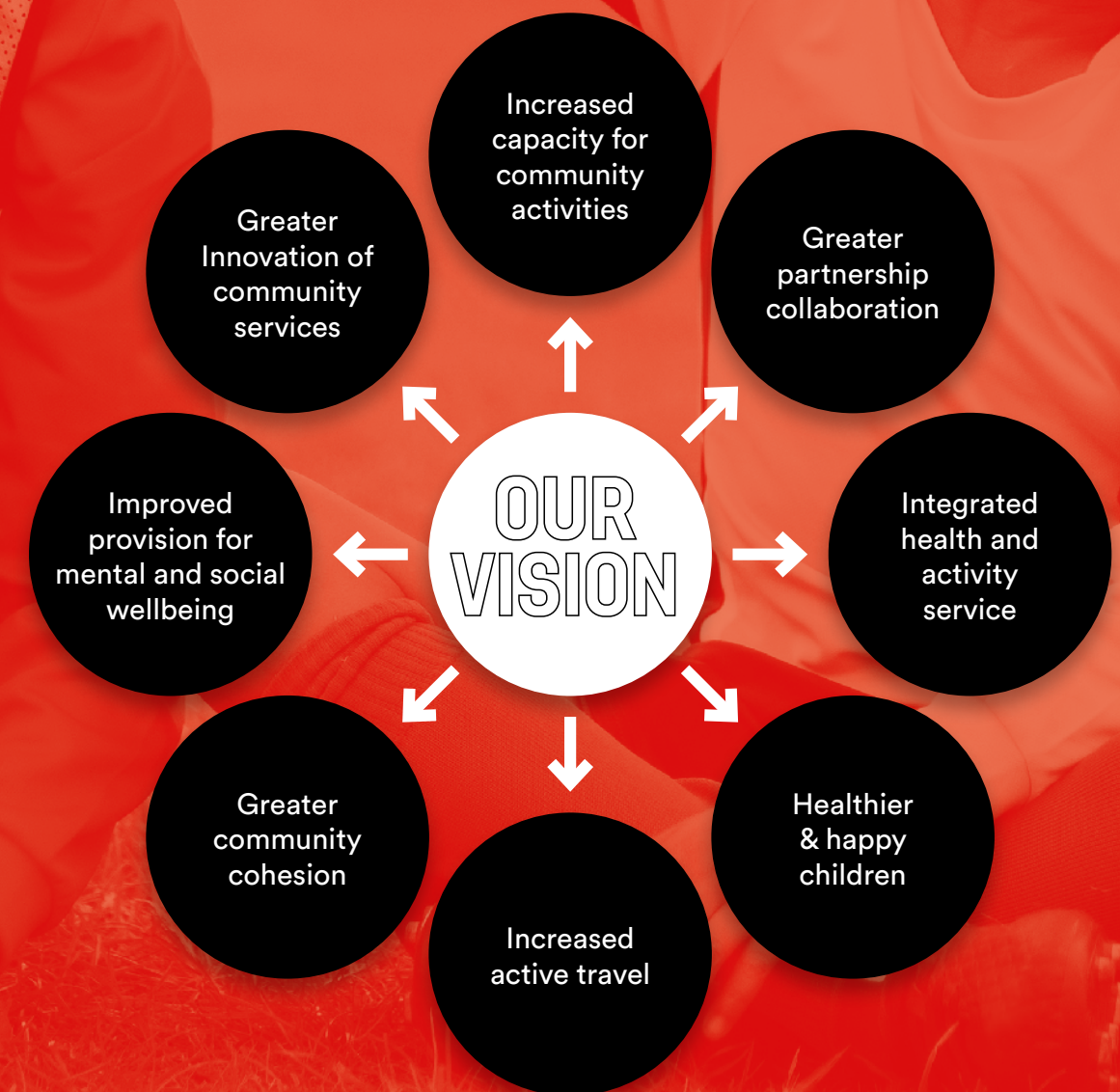
Providing support for funding applications to deliver community revenue, capital grant programmes, and government national leisure relief fund initiatives.

Our Community Wellbeing Strategy will demonstrate a focus to a wider wellbeing offer. To be successful Everyone Active will continue to work closely with our local authority partners to connect with support groups and local resources, that will lead us on a journey together for greater community wellbeing.

WHAT SUCCESS COULD LOOK LIKE

As part of our strategy we are keen to work with communities to explore what they think success will look like, and how they will feel when this has been achieved. We believe high quality activities, programmes, and services co-delivered with close working relationships can start to determine what healthy and happy communities could look like. This will encourage an increase in participation across a range of different services which includes physical activity, mental wellbeing, and sociable activities.

The success indicators below are ones we will share with partners which we hope will create a starting point to inspire the vision, and build a platform for everyone to help shape our community's future.





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