

Active
Gloucestershire

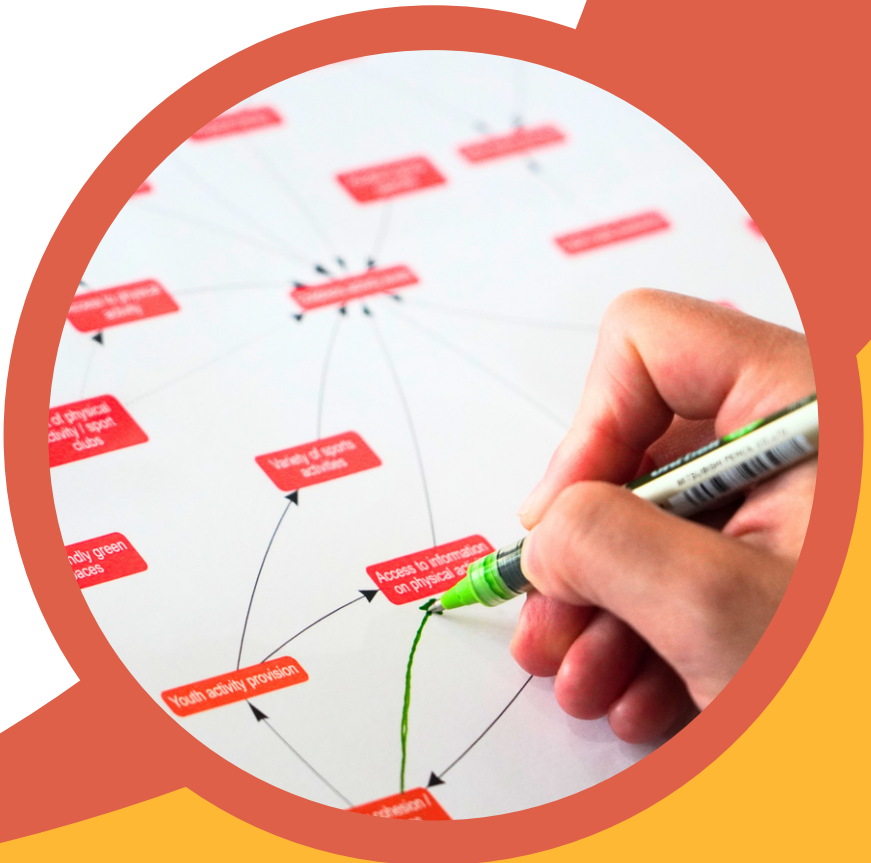
Impact and Learning Report

2024

PREPARED BY

Alan Inman-Ward
Director of Insight
and Operations

March 2024



01

About Us

02

Our Approach

03

Reflections

04

The Churchill Fellowship

05

Live Longer Better

06

Shift Yoga

07

Communities of Practice

08

**The evolution of
we can move**

S
T
N
E
T
N
O
C



About Us

Our mission is that we're part of an inclusive community that connects and inspires people in Gloucestershire to improve their lives through physical activity.

Central to achieving this mission has been our journey towards becoming an organisation focused around learning.

This started during our two-year evaluation partnership with the National Institute for Health Research Applied Research Collaboration West (NIHR ARC West) between 2019 and 2021.

Since then we have continued to embed a learning culture at Active Gloucestershire and across Gloucestershire's movement **we can move**.

Across our movement we recognise the importance of actively noticing our discoveries – of reflecting and questioning the 'so what?'. We regularly ask ourselves, 'who else may find this interesting?', 'who can we connect with to help us deepen our understanding?' and 'how does this change our understanding of the challenge?'

This impact report is one way we are sharing what we've learnt. We invite you to connect with us and share your own perspective, knowledge and lived experience to help deepen this learning and help build the impact of **we can move**.



Our approach

2024 Our Approach

We work in a complex environment so we need to work at an individual, community and system level and also to learn from what we do, to create the conditions for more people to be active.

To do this we've developed our theory of change.

The **we can move** approach was developed over a few years from 2017, but upon application we found the approach challenging to articulate and therefore we spent some time refining it further so that it became easier for our team and **we can move** partners to apply.

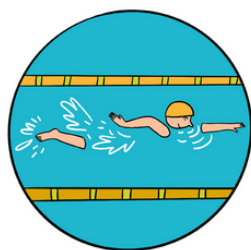
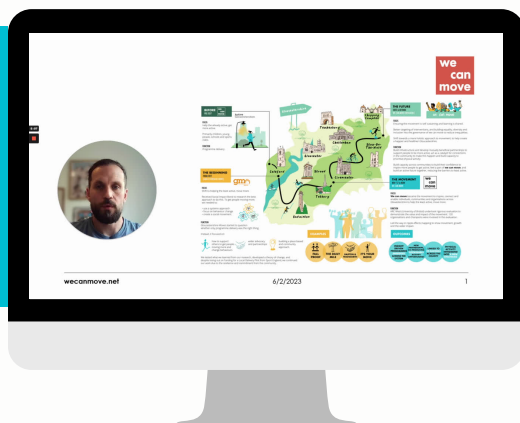
This included a tweak in language and clear calls to action that would enable partners and changemakers to apply elements of the approach to their work



Active
Gloucestershire



Watch Chris talk through our approach



1. SYSTEM WORKING

'all parts make a difference'

Driving change through:

- Understanding how the organisations and people work at a local and national levels
- Building relationships based on trust to support positive decision making
- Leadership and advocacy across organisations and sectors to develop shared goals



2. COLLECTIVE ACTION

'all people make a difference'

Strengths, people and place based approach through the **we can move** movement based on:

- Inspiring community activism to make positive changes
- Discovering and collaborating around shared values



3. BEHAVIOUR CHANGE

'everything we do makes a difference'

Supporting people to make changes to benefit from a more active life through:

- Using theories of behaviour change like the COM-B model
- Focusing on the individual whilst recognising wider system inequalities that impact their behaviour
- Working with people's strengths - 'focusing on what is strong, not what is wrong'



4. LEARNING AND ADAPTING

'everything we discover makes a difference'

We embed learning throughout the work that we do by:

- Building evaluation in from the beginning
- Adapting to extraordinary circumstances
- Being prepared to get it wrong and understand why

'23 Reflections

Collaboration Days

Every month our team spend a day together, with a different theme or topic each time.

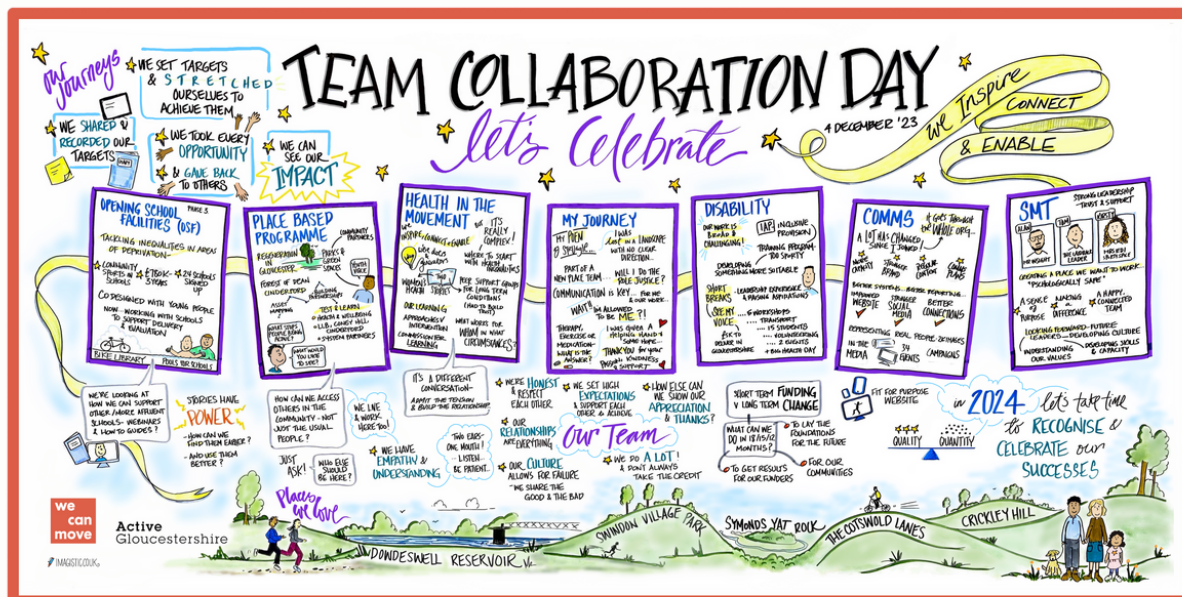
Delivered by a range of partners or staff themselves, these are known as our Collaboration Days. They offer staff a regular opportunity to share their learning across the team and are designed to:

Build connections between colleagues; getting to know each other on a personal level, building trust and recognising the strengths in our diversity
They also create opportunities to collaborate on a professional level, identifying cross over and connection across work areas

Enable staff to reflect and share learning, gaining a deeper understanding of what's been working (or what hasn't) and why; this builds on the cultural foundation of learning that runs throughout the year

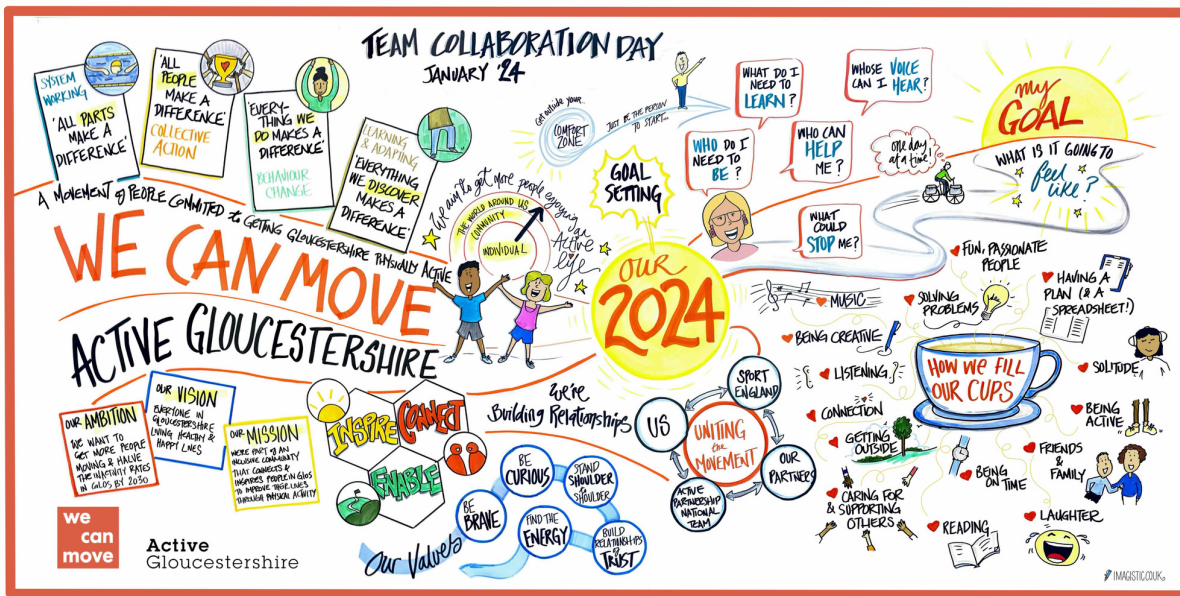
Enable staff to take collective action; as a result of what they have heard, learnt or discussed, we always take time to explore how this can be implemented into our work or shared across the movement

In December 2023, we reflected on and celebrated our achievements from throughout the year. Emma Paxton of Imagistic recorded these reflections for us.



Looking ahead

As part of our business planning process, in January 2024 we looked ahead at the coming year and identified our key goals and the ways in which we will work to achieve them.



Whilst setting our goals, we considered how we could use both our organisational values and our new approach to inspire and enable others within the movement, build strong relationships and develop **we can move**.

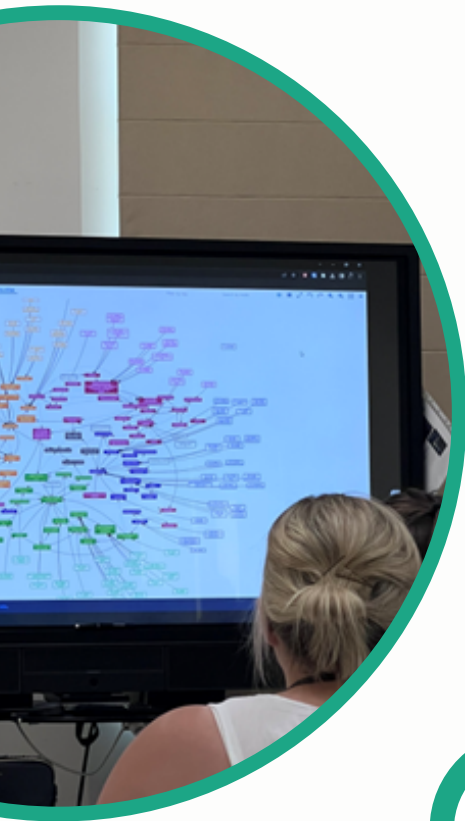


the CHURCHILL fellowship

The Churchill Fellowship is a UK Charity, which supports individual UK citizens to follow their passion for change, through learning from the world and bringing that knowledge back to the UK.

Through this fellowship, Sarah Haden, our Strategic Lead for Place, spent time with The Global Centre for Preventative Health and Nutrition (GLOBE) at Deakin University, Australia.

The team at Deakin University specialise in applying complex systems methodology in a way that is participatory and accessible for all members of a community.



"It was refreshing to observe something that from the outside could seem overly theoretical being applied in practice in a way which was truly inclusive and owned by a community."

By immersing herself in GLOBE's process and absorbing the learning, Sarah's goal was to design and test a support programme aimed at getting communities within Gloucestershire physically active.



[Link to report:](#)

[Translating systems thinking into practice to get communities physically active](#)

Watch Sarah share her reflections with our Board following her time with Deakin University in Australia.

"The approach brings together different people with a range of experiences and skills, removes commonly found power dynamics and ensures that everyone has their voices heard and makes decisions collectively."



How we plan on testing the approach

1. Testing at a macro scale (whole county) on ageing well
2. Testing on a micro scale in Coney Hill, Gloucester, which is linked to the Gloucester City Integrated Locality Partnership's priorities on health and wellbeing of communities
3. Testing on a micro scale in Cinderford on health and wellbeing in a rural community
4. Identify a further test area
5. Be an active member of the International GLOBE systems community of practice (which includes members from Australia, New Zealand, Asia, Europe, USA and Canada)

I concluded my Fellowship feeling excited, optimistic, and committed to sharing this learning across Gloucestershire and beyond, with interest from local public health and NHS teams.

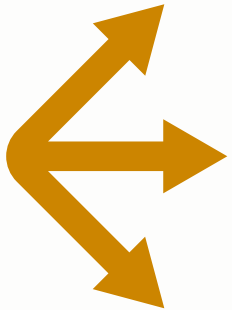


Theory into practice

We tested GLOBE's Group Model Building approach through Live Longer Better, a movement which aims to:

1. **increase activity**
2. **increase healthy life expectancy**
3. **reduce the need for health and social care**

Early learnings show a great deal of interest in the approach in the county, with diverse engagement across the three sessions. The approach has proven to be inclusive and accessible for community leaders.



Session 1:

15 attendees from the NHS, County Council, voluntary sector, Local Authorities, housing and social prescribing.

Session 2:

22 local community leaders from diverse sectors and backgrounds.

Session 3:

52 community leaders

142

Action ideas generated

8

Key action themes identified

26

people signed up for the next stage

For
Live Longer Better

Reach

There has been growing interest in the Group Model Building approach with presentations to various committees.

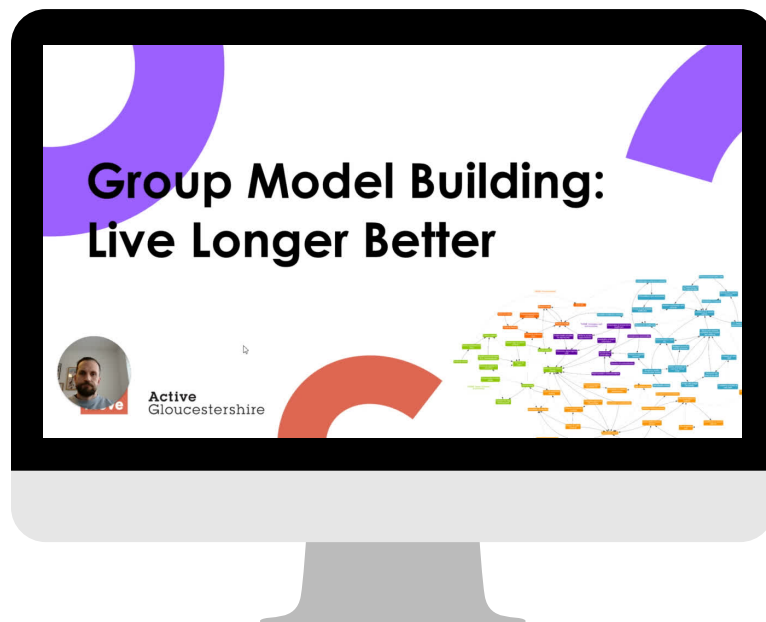
Gloucestershire's Health Overview and Scrutiny Committee

Councillor support offered to advocate for **we can move** and support current and future health based interventions focusing on frailty.

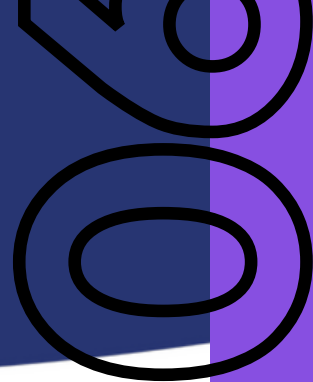
Gloucestershire's Integrated Locality Partnerships

The approach has been shared with or presented to the ILP's with a focus on their priorities around frailty.

Watch Chris Davis explain how Group Model Building was used as part of Live Longer Better



The process will now focus on convening and monitoring action working groups across each of the eight themes. Co-owned community actions will develop learning, insights and impact that can help influence local health priorities, particularly around ageing well and frailty.



Shift
Yoga
Shift
Shift
Shift

Be part of our Shift Community

Shift Arts and Wellbeing have been delivering wellbeing ambassador courses for educators since 2021.

They've been exploring new opportunities to enable teachers to deliver simple movement, breath and mindful moments in class and online with their students. Shift have delivered 6 training programmes to 120 educators in 80 schools across Gloucestershire.

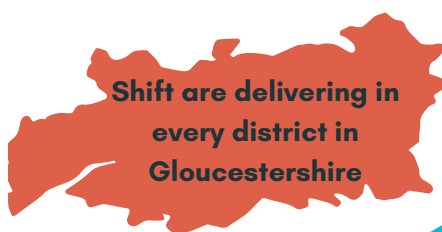
As a result, there are now many teachers in schools able to deliver yoga sessions that weren't available before.



Commissioned by Active Gloucestershire

Funded by Sport England and NHS Gloucestershire ICB.

Partnering with Gloucestershire Healthy Living and Learning to host video resources for all schools in Gloucestershire. Also providing direct access and support to Trailblazer schools who benefit most from the programme.



Shift are delivering in every district in Gloucestershire

Shift have grown into a team of 15 freelance educators, yoga teachers and yoga therapists.



£40 for a student to do yoga for 1 year
= £1.21 a week, per student

For comparison It costs £30-£60 an hour for a Yoga Teacher to deliver a one-off session in school



[Click here for the report](#)

The impact of yoga in schools



A person centred approach to learning

Lucy Southgate (NQT), Wellbeing Ambassador, W3, Class Teacher, Yorkley Primary School

Personal benefits and school impact, post training

Fiona Woodroffe, Wellbeing Ambassador, W1, TA, Dene Magna Secondary School



Head of PE funds yoga in school

Paul Griffiths, Head of PE, Dene Magna Secondary School



Youth voice on yoga in primary schools

Pupils, Yorkley Primary School

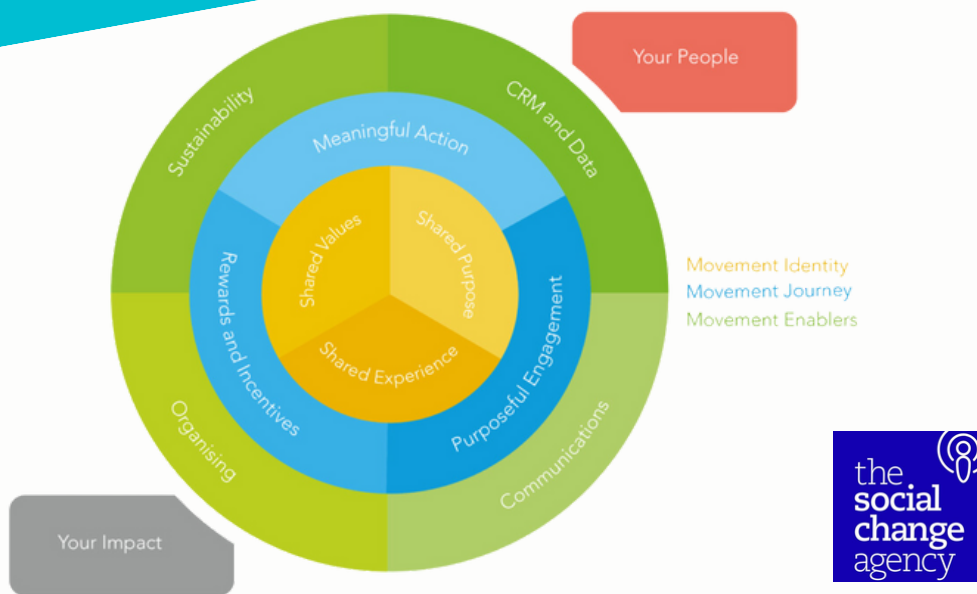


Shift
yoga

Communities of Practice

Central to the 'Movement

Builder Canvas', developed by The Social Change Agency, are shared values, purpose, and experience.



Facilitating and being part of communities of practice sits within every part of our approach.

We've found bringing people who share a common purpose together has led to increased collective learning, new partnerships, more innovative thinking and more action that has been taken.



Communities you can be a part of



The 2023 we can move event brought together a wide range of passionate individuals all of whom are committed to supporting others to move more. Attendees included policy writers, funders, community groups, activity providers and other key individuals. The event was a great opportunity for like-minded people to connect and take action.



Gloucestershire Active Inclusion Network. Connect with other inclusive activity and service providers and discover a range of inclusive opportunities for people with disabilities. Receive updates from the network, hear from guest speakers and meet inclusion champions from Gloucestershire and beyond.

Gloucestershire Communications Network



Gloucestershire Communications Network. Join this network made up of communications, marketing and public relations professionals in Gloucestershire's public and VCS sector. Here, you'll learn from each other, share knowledge, good practice and information on campaigns and projects and have the opportunity to collaborate on Gloucestershire communications and campaigns.



Gloucestershire Active Business Network. Join this passionate group of employers in Gloucestershire, working together to help employees actively travel to work by walking, cycling, car-sharing or by public transport. Help reduce congestion and improve air quality while improving your health and wellbeing.



Gloucestershire's first #DataDay festival. Over 150 people came together for a day of creative, practical and critical conversations around data. During the event, partners and speakers shared their knowledge, experience and resources including songs, illustrations, images and further reading.

What's next?

We can move has continued to evolve as we've applied our learning and adapted to changes in the way that we live.

It's been wonderful to see how learning has been applied across the movement and, with support from Active Gloucestershire, how organisations like Shift Yoga have adapted to find new and highly impactful ways to work.

We're already seeing how organisations in the county have been applying some of the **we can move** approaches and learning. We're particularly excited to see how the Globe approach is being used in different ways to co-design and work in partnership with people in our communities.

We're expecting to further develop our learning of targeted communities utilising "Place" investment from Sport England.

We can move is Gloucestershire's approach to physical activity and there are multiple ways that you can get involved and help shape our collective learning, such as those highlighted in section seven. Alternatively, we'd encourage you to contact us and speak to a member of the Active Gloucestershire team.

We'll continue to see **we can move** evolve over the coming years as we work towards our shared vision.

Vision:

Everyone in Gloucestershire living healthy and happy lives.

Are you passionate about helping people in Gloucestershire to move more?

Then, we look forward to seeing you in May for our second 'we can move' event – a day of inspiration, information and celebration!

SCAN THE QR CODE FOR MORE INFORMATION ABOUT THE EVENT



[OR CLICK HERE](#)



Contact Us

wecanmove.net/contact-us



Contact Us

01452 303528

**we
can
move**

**Active
Gloucestershire**

