

Living Sport Impact Report

2021/2022



A Year of Transition



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A Message from Sam Hyde

Interim Chief Executive Officer of Living Sport



Whilst 2020/21 was a year of response to the immediate crisis of the pandemic and the impact of lockdowns on activity levels, 2021/22 has been a year of transition. We have embedded the learnings from our pandemic response and built on the strong foundations of new ways of working and partnerships. In this period, we developed a new Theory of Change and Strategy, collaborating with external partners and stakeholders to understand where Living Sport can have greatest impact on the activity levels of the county.

Our internal changes have occurred against a backdrop of, and in response to, wider changes in the national and local context. We have focused on upskilling the team, and repositioning relationships as we shifted our role to a systems partner with Sport England, in preparation to secure the new five-year investment. We have worked to understand what local political and systemic changes mean for us – from a new Mayor of the Combined Authority with a clear focus on health and wellbeing, to the separation of Cambridgeshire County and Peterborough City Councils, to the emergence of the Integrated Care System.

The team's passion for empowering people to live active lifestyles has provided both direction and purpose to the changes. Their enthusiasm for learning, for challenging their thinking, and for listening to people who experience inequalities has been a testament to the culture of our organisation. They have taken some significant steps forward in the last year in reframing what we do, and how we deliver our programmes. From the evolution of the School Games from competition to directly addressing inequalities, to the embedding of the Tackling Inequalities Fund in delivery of our strategy to enable genuine collaboration with new partners, to shifting to a place-based way of working.

The coming year will focus on ensuring that we are an organisation fit for purpose for the future, and delivery of our Sport England five-year award. We will be working closely with our Board to ensure compliance with the revised Sport England Code of Governance, ensuring that our commitment to diversity, inclusion and safeguarding is genuinely embedded across our organisation and in our work.

This report provides an overview of the impact we have had, and the lessons we have learned through our delivery. Our ambition is that next year we will have embedded an Impact Measurement Framework that enables us to celebrate the impact we have had and to use this as evidence to Unite the Movement locally to address inequalities in access to sport and physical activity.

About Us

Living Sport is a charity that works with partners to improve lives across Cambridgeshire and Peterborough by supporting people to be active. We work collaboratively to create the conditions for people to be active in whatever way works for them. We focus on helping those least likely to be active and strive to tackle inequalities by removing barriers and championing inclusivity.

Our Pillars



We are proud to be one of 43 Active Partnerships in England and work with partners in the public, private, community and voluntary sectors to harness the power of sport and physical activity to improve lives, working across our three pillars.

We are a registered charitable trust with a Board of Trustees, consisting of individuals with skills and expertise across the sectors and a staff team of 16.

Our Values

Excellent - striving for excellence

Passionate - passionate about what we do

Impact focused - making a positive impact

Collaborative - working collaboratively

Children And Young People



2021/22 has seen significant development in our Children and Young People (CYP) work, as we have gained understanding of the role we can play in tackling inequalities in both schools and communities.

We have worked closely with partners to develop a PE in School Sport Strategy framework for joint action for all those involved in Physical Education (PE), school sport and physical activity in Cambridgeshire and Peterborough. Our leading role in facilitating the creation of this framework, along with the Local Authority, School Games Organisers and Healthy School providers has enabled us to ensure that our work is aligned, adding genuine value, and making a real difference to young people’s experiences of physical activity in school environments.

Our work to improve opportunities for young people where they live has seen us build closer links with the Local Authority Youth and Community Teams, exploring together how physical activity can support broader outcomes for local young people. Recognising the increasing need and the challenges of the footprint of the pandemic, we are focused on developing this further in the coming year, exploring how we can work more with community safety and align more strongly with our place-based approaches. We will build strong and resilient relationships with both local and new national partners who bring specialisms in the areas that serve children and young people, with organisations that are recognised for excellence and impact.

We have strengthened our connection with Public Health, particularly looking at the Healthy Weight agenda at different stages of young people's lives – from early childhood to secondary school. Through this partnership working we have been able to ensure legacy of The Daily Mile with dedicated capacity to support schools to develop an Active Mile, and further opportunity to test Youth Voice in schools through a new round of Dragons' Den.

Living Sport Youth Voice

Youth voice is a process for including the thoughts, needs and ambitions of young people in decision making. We use this process to provide funding which in turn allows them to be proactive in their communities and with their peers. At Living Sport, over the last year, we have prioritised this work and taken significant steps in our ambition to centre youth voice and to co-design local solutions.

Through development of a Youth Panel who assess funding applications, piloting of programmes like Dragons' Den, and direct consultation at events, we have learned, created new relationships, and been awarded Cambridgeshire County Council's Youth Voice Award. This award demonstrates our commitment to embed youth voice in all that we do, and a great platform to move our CYP work forward.

Our Living Sport Youth Community of 31 members enables young people to develop their leadership skills, influence community CYP led projects, access training and be involved in the decision-making process of grant distribution and the initiation of new, physical activity experiences for local young people.



Strategic Priority Area: Tackling Inequalities (CYP) Schools and Communities

Understanding the needs of underserved groups of young people to provide better access to positive physical activity.

We recognise that there are groups of young people who experience disadvantage in accessing activity opportunities, and the need to better understand why this is, and how we can remove barriers. We deliver on this priority through our work in schools, and in communities focused on priority geographies.

CYP Tackling Inequalities in Schools

2021/22 has focused on our evolving role in working with schools to ensure positive experiences of physical activity: testing new approaches with the School Games and seeking to understand our new role with SGOs, transitioning our programmes including The Daily Mile and ensuring that we are working most effectively with partners both in, and out of school.

Cambridgeshire and Peterborough School Games

The Cambridgeshire and Peterborough School Games is part of a national initiative which aims to inspire young people to take part in sport and physical activity opportunities. The School Games is a free offer to all primary, secondary, and special schools.

This year we have tested new ways of working as the School Games evolves to target young people experiencing inequalities. Alongside more traditional competition pathway events including a Panathlon, we hosted a Colour Run featuring an Event Village for young people to try different activities. This provided opportunity to work with different partners, and in 2022/23 we will continue to test formats to understand how we can have greatest impact.

We have worked closely with SGOs and the Youth Sport Trust to develop a framework for future development. This will include working as part of the wider PE in School Sport Partnership to ensure that targeting of work compliments the broader local offer, including the potential for the Opening Schools Facilities.

School Games – Colour Run

The Colour Run event aimed to provide a positive experience of sport and physical activity for young people. More specifically, those in school Years 6, 7, and 8 who have struggled with social isolation and anxiety following the Covid-19 pandemic were the focus.

Over 400 children from 21 primary and secondary schools from across Cambridgeshire and Peterborough took part in the 3km run with colourful powder paint stations along the route. The event was supported by Year 10 Sports Leaders volunteers from schools in the South of the county giving them opportunity to participate in a different physical activity environment.



We used this event as an opportunity to capture data and information on what is impacting on lives of these young people and how we can best support them in our planned activity and sought to address immediate need for activity and mini grants through our Dragons' Den work.

**Over 400
children took part in
the Colour Run**

Alongside the Colour Run, an Event Village made up of many local partners from the PE in School Sports Partnership, and activity providers, extended the experience and gave young people the opportunity to 'have a go' at new things and enabled them to access information on local activity options in a fun and informal way.

We brought our students along today to have a really fun experience, especially after lockdown. It's really good to be able to get them here, get them active and see them enjoying themselves.

**Amy Anderson, PE Teacher
Thomas Clarkson Academy**

School Games – Spring Panathlon

The Panathlon was aimed at children and young people in mainstream school settings with special educational needs and disabilities, providing them with a positive experience of sport and physical activity. Over 150 children from 19 primary and secondary schools from across Cambridgeshire and Peterborough took part.

The schools which attended had qualified via district Panathlon Challenge events held earlier in the Spring Term, with the first and second place schools selected to attend this county final event. The event was supported by a group of 25 Year 9 Sports Leaders volunteers from St Ivo Academy.



School Games – National School Sports Week

Living Sport joined the Youth Sport Trust, schools, teachers, and parents across the UK to get behind a national summer of school sports days after a year in which they had been cancelled amid the pandemic. The National School Sport Week campaign 'Together Again' provided a springboard to reignite interest and enjoyment in physical activity. It provided the opportunity to celebrate togetherness and help young people reconnect and recover.

We delivered sports day across five schools, one in each of our Cambridgeshire districts, for National School Sports Week. Over 350 pupils participated.



Youth Voice in Schools Dragons' Den

This year we trialled the Dragons' Den format in schools. Evolved from Satellite Clubs, it works with young people who don't participate in physical activity to create and pitch their ideas for activities which they would want to take part in. Successful pitches receive funding to run the activity.

The programme created space for 130 young people from five schools across the county to be heard, improve their confidence, and develop leadership skills. Their creative ideas will roll out from April 2022 and will hopefully be as successful as Glow Sports at Cambourne Village College which has already started, attracting 15-20 young people each week. We proactively targeted marginalised groups and areas of deprivation, including those struggling post pandemic.



The learning from this programme has helped us understand the different relationships we need in schools to connect with different groups of young people, and how we need to broaden the conversation with teachers around the role of physical activity beyond PE. We have secured further funding from Public Health to work with a further 10 schools in 2022/23.

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I thought the project was an amazing opportunity for our students and they really enjoyed being a part of it, they developed loads of skills including their collaboration skills, communication skills as well as their presentation skills. All great skills and completely cross-curriculum and transferable.

**Hannah Curtis, Head of PE
Cambourne Village College**

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The Daily Mile™ Evolution

The Daily Mile (TDM) is a national initiative, supporting schools to get children fit for life and fit for learning, by encouraging them to run or jog for 15 minutes every day in their primary schools and early years settings. This physical activity promotes social, emotional, and mental health and wellbeing, as well as fitness.

TDM culminated this year in our geographies with over 10,000 children taking part in ‘England Does The Daily Mile’, which is a testament to the value that schools across Cambridgeshire and Peterborough have placed on The Daily Mile.

We have fully embedded The Daily Mile into our day for every child in our school. They absolutely love the opportunity to get outside each day, whatever the weather.

This has been going on throughout the pandemic. The Daily Mile is now part of our culture and will continue indefinitely.

The success and value of The Daily Mile was recognised by Cambridgeshire County Council Public Health Team who committed to ensuring a local legacy programme. They have provided 18 months funding to evolve TDM into an Active Mile programme, widening our engagement to both schools and early years settings (and in turn families and communities).



We will work with a range of settings to support them to adopt and embed an Active Mile initiative in their offer to children and young people, whilst building our understanding of how different models can work in different settings. Six new schools engaged with the programme in the first three months between January to March 2022.

Active Lives Survey

The Active Lives Survey for 5-16 year olds provides valuable information to gain insight to children's attitudes and behaviours around sport and physical activity. This provides understanding to shape investment locally and nationally, helping to ensure that all children and young people, regardless of their age, background, and ability level, can take part in, and enjoy, sport and physical activity.

**31 schools
participated FY 2021/22**

Living Sport supports local schools to take part in the Active Lives Survey on behalf of Sport England. We also work with colleagues in the PE and School Sports Partnership to provide schools with support to respond to the findings of the report, including support to work towards the local Healthy Schools Award.

Thank you for this, the findings have kick started a rejuvenation of sport here at St Peter's. I would like to opt in next year and subsequent years as I find the surveys to be extremely useful.

St. Peter's School, Huntingdon

Opening Schools Facilities Rollout

Living Sport led on the local distribution of the Department for Education Opening Schools Facilities Fund, on behalf of Sport England. The funding aimed to support schools in areas of highest need to deliver extra-curricular activities and open their facilities outside of the school day.

We worked closely with the Local Authority Lead Adviser for PE and School Sport to identify target schools, using both data and local insight. Through this local collaboration we identified a specific need amongst Specialist Schools for children with SEND, and alternative education settings for young people excluded from mainstream education.

**46 new clubs
created**

We distributed £90,000 of funding to eight schools, with 46 new clubs created, including opportunities for parents and families to attend with their children. These clubs had the potential to reach 300 children in school, 250 family members and 200 parents.

As a direct result, we are working more closely with specialist schools, who previously had not engaged well with local support to improve physical activity opportunities in their school and will continue to build on the relationships this created.

Sports Leader Activity Volunteer Programme

Living Sport are an accredited Sports Leaders UK centre to tutor and upskill local young people through a seven-week programme. Fifty-two young leaders across Cambridgeshire and Peterborough (aged between 14-17) received their accredited Sports Leaders UK award 'Activity Volunteer Award'.

As well as young volunteers continuing their leadership journey in local community clubs, we are excited that a group of these young volunteers joined the Living Sport Youth Community. Four young people sit on the Living Sport Youth Panel which inputs into decision making for CYP funding. The panel has met twice this year.

We will continue to learn about the how we can better align our Sports Leaders programme with our broader inequalities work – helping to create a workforce that understands and prioritises inclusion in sport and activity.

Tackling Inequalities in Communities

2021/22 has been a period of building our understanding – of the inequalities that exist for children and young people in accessing sport and physical activity in their community, as well as how physical activity can play a role in addressing inequalities more broadly.

We have tested new ways of working, embedded youth voice, and worked with different partners who work directly with marginalised young people in areas of deprivation. Where

things haven't gone as expected, we have learned from the process. When we struggled to attract young people to local consultation events post the pandemic, we reviewed our approach to ensure that these were held in partnership with groups who young people already trusted. Data alone is not enough to identify where to target our work – we needed to understand what is happening on the ground, and where there is real potential to build on the work of our partners and collaborate to have greater impact for young people. This has led to a real strengthening of our relationships in Peterborough and Huntingdonshire.

Funding

A core focus of our work this last year has been increasing availability of safe, inclusive, and fit for purpose opportunities for young people to be active where they live. We have done this by listening to young people, connecting groups, and providing funding for new activities.

The CYP rollover funding, Tackling Inequalities Fund, and Satellite Clubs underspend has enabled us to test different approaches to funding activity in local areas:

- Tackling Inequalities Fund – working with non-traditional partners and smaller community groups who want to develop a physical activity offer to engage with young people with LSEG areas. We have co-created activities with these groups and supported them to put the structures and processes in place for safe and inclusive activity.
- Inclusive Futures – enabling us to focus on broader inequalities including girls, LGBTQIA+ and looked after children. We have provided £10,500 of funding to 11 organisations who have evidenced youth voice, and a commitment to develop their physical activity offer further to address inequalities. On average these programmes work with 40 marginalised young people over several weeks.
- Dragons' Den in Communities – working in partnership with established Youth Providers to give young people a voice in shaping projects and pitching for funding for their ideas. We have awarded £3,300 to three organisations including two working with young black people in Peterborough, and a youth club in Whittlesey where we connected with over 75 young people through the process.

We have further embedded youth voice through our grant funding. Inclusive Futures has the Living Sport Youth Panel assessing applications, and Dragons' Den invites young people themselves to develop programmes.



The young people felt empowered after their Dragons' Den workshop with Living Sport. This led to them consulting with 75 peers to find out what alternative sporting activities would be well received for the town. They worked extremely hard on their presentations for their Glow Sports and Skate Park Event pitches developing new skills and sharing ideas.

We witnessed their confidence growing through the process and are very proud of their achievements. Thank You Living Sport for giving the young people a voice and supporting their ideas.

**Di Coulson, Youth Worker
Phoenix Youth Provision**

Holiday and Activities Fund (HAF)

HAF is a free holiday scheme for children in receipt of benefits-related free school meals during school holidays in 2021. Working in partnership with Cambridgeshire County Council, we were tasked with creating a range of resources that would be accessible and available for children and young people and their families to access whether at holiday clubs or at home. We therefore created seventeen videos and associated resources which were both educational as well as offering a range of activities and games designed to help people be more active and healthier. They were shared and viewed by over 125 marginalised young people.

Strategic Priority Area: Families

Supporting families to have increased confidence, opportunities and understanding to improve wellbeing through family orientated physical activity.

We recognise the importance of families being active together and the impact it has on children and young people to grow up with positive active lifestyle habits, and the potential to support adults to make changes to their activity levels.

As Active Families, a Sport England Family Fund programme, was coming to a close we worked closely with the programme's partners to ensure a legacy for the programme, including embedding best practice, and influencing more broadly on the value of family activity.

Active Families

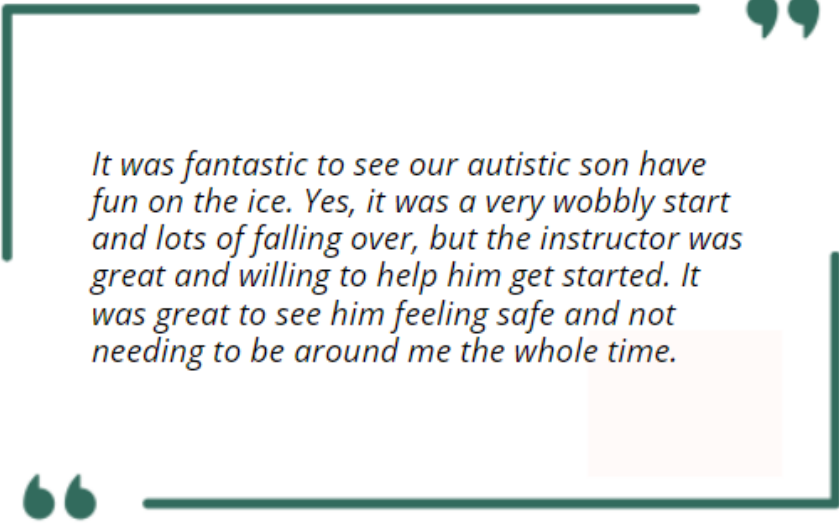
A partnership between local authorities and Living Sport, Active Families aimed to increase activity levels of families living in areas of statistical deprivation in Cambridge City, Peterborough and Fenland. The programme provided activity programmes, virtual activity trails and incentives for families to attend or engage with.

Whilst the three-year programme was severely disrupted by the pandemic, the adaptations this necessitated provided opportunity to engage differently, and often more effectively, with families and led to important learning:

- Families require flexibility and the option to attend sessions on an ad hoc basis. The families we aimed to reach simply couldn't commit to a programme over several weeks.
- Smaller groups, with more dedicated support for each family from a coach, resulted in families taking part in activity together. Parents otherwise often watched, rather than participated. Families require support and the right space to learn how to play and be active together.
- It is important to work with organisations and groups who are already working with families – Housing Associations, Children's Centres, Schools, and Food Banks. They can encourage families to participate. This led to directly funding Barnardo's in the final six months of the programme to lead on delivery of a programme in their Children's Centres in Fenland.

The programme has had lasting impact with all local authority Active Lifestyle teams adopting flexible family approaches into their offer, with Cambridge City Council purchasing a new

mobile adventurers app to build on the momentum created through the programme – with almost 300 families participating despite difficulties with the mobile platform.



It was fantastic to see our autistic son have fun on the ice. Yes, it was a very wobbly start and lots of falling over, but the instructor was great and willing to help him get started. It was great to see him feeling safe and not needing to be around me the whole time.

Legacy of Active Families

Alongside the Active Families programme delivery, our team have been developing broader relationships for working with families, particularly in Huntingdonshire which wasn't originally included in the project, but we recognised the significant need in this area. This included attending community events in target localities, like the Family Fiesta in Orchard Park in Cambridge, as well as co-hosting family fun days with partner organisations such as disability charity, Pinpoint. These have been an important way to strengthen relationships with partners, to collectively gain understanding of what being active means to local families and what solutions we can create, and we are confident as a result that we will create more opportunities for families to be active together.

In 2022/23, we will target the Together Fund to support projects which are responding to what families have told us they need – the support in safe places to be active together, and flexible offers that help them build confidence.

Communities



We have been able to significantly shift how we work at Living Sport and that has been enabled by the Active New Communities programme and Tackling Inequalities Fund. This funding was transformative for our organisation and ways of working.

Strategic Priority Area: Communities Place

Empowering and equipping communities to embed physical activity within community life.

Development and delivery of this priority has been led by the team responsible for delivery of the Sport England Life Changes funded programme, Active New Communities.

Active New Communities

The Active New Communities programme was Living Sport’s first opportunity to use Asset Based Community Development (ABCD) approaches to delivery and understand what working in a place-based way means for supporting active lifestyles.

During the programme we have seen a strengthening of place-based approaches in the county – from District and City Councils, Cambridgeshire County Council, and health partners. The programme has developed in response to these new approaches, and enabled Living Sport to be a part of them as a systems partner – advocating for, and supporting, inclusive, safe, and fit for purpose opportunities to be active in local communities.

Over the last year, we have worked with Sport England and local partners to adapt the programme and refocus from new communities, to working in places of identified need – Peterborough, and Soham in East Cambridgeshire. This provides us with opportunity to apply the learning from early delivery of the programme in areas where there are higher levels of inequalities, aligning the programme to Uniting the Movement, Living Sport's strategic direction, and wider local strategies.

On the ground the programme has supported eight new regular sessions to be established by local providers in response to local demand, created 12 community champions to develop and sustain activities, and worked with 10 new clubs to support them to connect with local communities.



**2 new target
areas identified**

A key learning from the programme has been the importance of having the right places and spaces for people to be active. In the next year, we will work to identify our role in creating and sustaining Active Environments, working with Public Health, Local Authorities, and the Combined Authority.

We have developed a positive dialogue and working relationship with UK wide property developers Urban and Civic who are building sizable developments for new communities in areas such as Alconbury Weald. We can build on and replicate this powerful approach and work with them as further new sites are identified for planning. Our role of contributing place-based and community insight to these dialogues is powerful and will impact on new facilities, well-being, and levels of activity in new communities.

Strategic Priority Area: Tackling Inequalities (Adult)

Creating the conditions for people who experience inequalities to be active.

Tackling Inequalities Fund (Phase 2 and Phase 3)

Sport England's Tackling Inequalities Fund has enabled us to work with new partners including smaller community organisations and groups in our target localities, and work differently, taking a more collaborative approach to funding and developing local activity, responding to the needs of people whose activity levels were worst affected by the pandemic. This has given significant insight and learning into inequalities in Cambridgeshire and Peterborough and how we need to work to address them.

In this period, we have distributed £103,730 across 39 projects that have collectively worked with over 2250 people.

- 19 projects for disabled people and people with long term conditions
- 6 projects focusing on people with mental health conditions
- 7 projects targeting young people living in areas of statistical deprivation
- 7 projects working with people from ethnically diverse communities, particularly in Peterborough



Half of the funded organisations had not previously offered physical activity as part of their offer and a number of these now include physical activity to engage and support people. The impact on these organisations has been significant, enabling them to connect with people in a different way.

**£103,730
distributed**

**39 projects
supported**

[The training] has changed the mindset of the whole organisation and has had a knock-on effect to other members of staff who can see the benefits of offering exercise as part of their programme of activities.

Headway Cambridgeshire, TIF recipient

Looking forward, our focus will continue to target funding to have genuine impact on the lives of people experiencing inequalities. We will be building on the learning from the Tackling Inequalities Fund and use the Together Fund to support our work with families, young people living in areas of statistical deprivation and disabled people. As we build collective understanding of the needs of these groups, we will collaborate to create sustainable activity opportunities for people experiencing inequalities.

Case study - From Itter Park Walking Group, organised by Ness M Care Foundation

A woman who was rebuilding her life after a major life-change found the walking group useful to meet new people, make new friends and find out more about what was going on in her wider community. The woman is

looking to rebuild her social life but commented on how difficult it can be to find friendly places to meet new people.

She found the walking group friendly and made a new friend. At the end of the walk, everyone had a coffee together. Another woman who attended the walk has a social group called 'Peterborough Daytime Pursuits', which organises lunches, walks, theatre visits and others. She gave the woman a leaflet about this and encouraged her to get in touch. The walk has provided a stepping stone for the woman to make some new friends and expand her social life.

Developing a Disability Strategy

This year, we have focused on addressing the barriers disabled people face to being active. This is a group that has been significantly adversely affected by the pandemic, but we have seen consistent requests for support from partners to help create suitable opportunities locally. With this feedback, through our learning from the Tackling Inequalities Fund, and wider review of our understanding of the barriers which continue to face disabled people of all ages in participating in physical activity, we identified a need for a more systemic approach to address inequalities in access. This led to the initiation of the disability strategy development.

We tested this through consultation with over 100 stakeholders including disabled people and partners in Local Authority, Health, Social Care, Leisure Facilities, Charity Partners and Sports Clubs who strive to be inclusive. The level of engagement, and consistency of feedback about what is needed, proved both the need and appetite for a more co-ordinated approach to making physical activity more inclusive and looking beyond traditional sports to do this.



Through the insights this consultation provided, and in collaboration with a core steering group, we have begun to pull together a framework of how we want to work as a county to create the attitudes, places, and opportunities for disabled people to be active. There is a clear focus on creating the right physical environments, the right workforce, and empowering disabled people to understand what being active means for them.

We will be further testing the collective strategic ambitions created through this process in the coming months, understanding where there is alignment with existing local and national strategy and plans, and where we need to focus our energies in the short, medium, and long term to achieve a step change in disabled people being active in the county.

Positive Steps

Alongside our core Active Partnership role, we are continually looking for opportunities to pilot programmes with partners, to gain learning and insight into how we can empower more disabled people to be active. We were approached by Papworth Trust, a provider of the Department for Work and Pension's 'Work and Health Programme', to create a pilot to re-connect with their customers who were struggling with motivation through the pandemic.

In partnership with Able2B, we developed a flexible 12-week online exercise and lifestyle programme which was co-created with participants, based on what they identified was important to them each week. The success of the programme was the additional support to attend sessions for a group of people who struggled to engage. If they did not attend sessions, they would get a call to encourage them to join, follow up calls, and additional one to one coaching with Able2B for those who needed it.

The programme has a significant impact on participants:

- There was a 40% increase in the number of participants who were achieving Chief Medical Officer physical activity guidelines.
- At the start, 70% of participants reported they did not feel confident that they would complete the course. All of them did.
- On average, there was an improvement in people reporting that they felt things they do in their life are worthwhile, and an improvement in how satisfied they feel with their lives.
- Several participants reported feeling more confident and purposeful in applying for jobs.

Joining the course was like a lifeline. They have made a huge difference to me and have enabled me to continue being able to cope with day-to-day life and to keep feeling upbeat and apply for jobs and not be too upset by the many job rejections I've had and keep getting. I have also stopped putting things off.

Positive Steps Participant

The success of the pilot saw Cambridgeshire County Council fund a further two and half years to support another 180 individuals, recognising the value of supporting wider lifestyle changes for disabled people who are unemployed.

Walking Sports

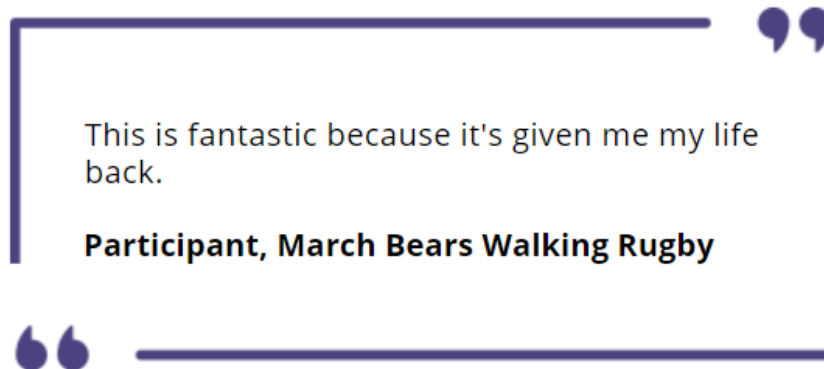
Prior to the pandemic, Living Sport was awarded a Sport England small grant to increase the number of Walking Sports sessions available across the county, to support more inclusive and accessible activity offers in local places. Walking Sports are a proven accessible way for older people and people with health conditions to continue to participate in sports.

Living Sport provided advice, funding for local activators to launch the offer, training, and marketing materials.



This project completed in December 2021, with 10 new clubs established across the county – a mix of clubs setting up dedicated sessions and Local Authority Active Lifestyle teams running sessions in community settings. These clubs included seven rugby and three hockey clubs, which have become self-sustaining in most cases.

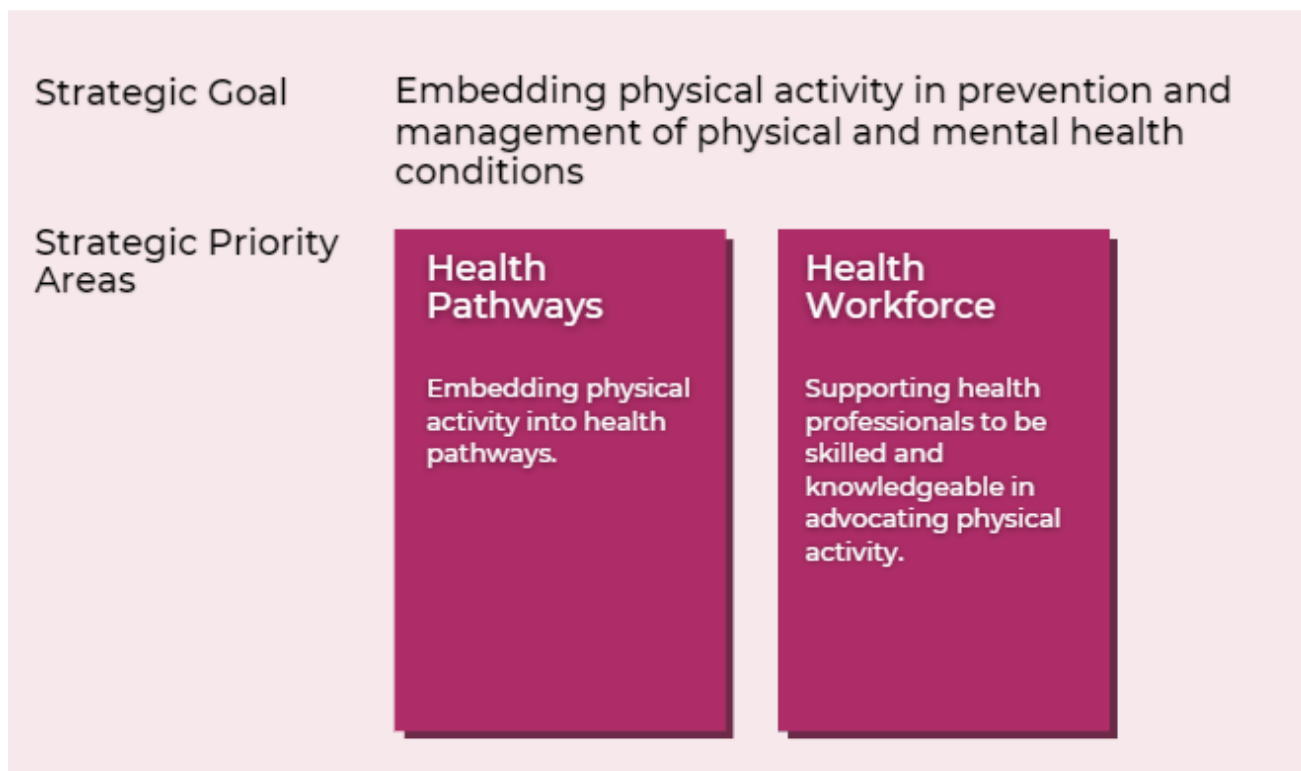
The programme enabled us to build stronger relationships with clubs who genuinely want to be more inclusive, and better understand the support they need.



Mick George Sports Fund

Living Sport has worked in partnership with Mick George for a number of years, supporting them to promote and distribute their Sports Fund to clubs for the benefit of our local communities. In the last year 17 grants, and £23,500, were invested locally.

Health



"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat." UK Chief Medical Officers' Physical Activity Guidelines, 2019

Living Sport is committed to working as a proactive partner to unlock access to physical activity in our local health system. At a time of significant change in our local system with the establishment of the Integrated Care System (ICS), a new Health and Wellbeing Strategy, and closer working in local places, we have been working hard to understand the opportunity to embed physical activity in addressing health inequalities in Cambridgeshire and Peterborough.

We are actively contributing to the development of a memorandum of understanding between the Voluntary Community Social Enterprise (VCSE) and ICS, to ensure that the organisations providing physical activity can work with local health and care providers.

We are part of the Place and Population Health Management Development Programme to build meaningful cross sector relationships to identify and address local need. These are providing us with direct opportunity to be part of the conversation as the system is created, ensuring that physical activity is considered as an essential part of improving the health and wellbeing of our local people throughout their lives. We recognise this brings not only direct

health and wellbeing benefits but also financial benefits for an overburdened health system with limited funding post the pandemic.

We will continue to build on the connections we are making through these forums, through direct engagement with key stakeholders within the system, and by providing evidence of the potential role of physical activity through delivery of programmes outlined below. These programmes have secured local funding to test and learn and influence local policy and investment, supporting our strategic priorities.

Strategic Priority Area: Health Pathways

Embedding physical activity into health pathways.

Healthy You

The Healthy You service helps people make changes to their lifestyle. In partnership with our local District and City Councils, Living Sport co-ordinates the delivery of healthy eating and physical activity programmes in communities, schools, and workplaces. Healthy You provides the capacity and local knowledge for collaboration with Primary Care Networks and the new Integrated Neighbourhood Teams, linking patients directly into existing activities, and improving local pathways. We look forward to adding further value to the local system over the next year as we now refocus on inequalities not programmes, which will help have deeper impact where it is needed.

5492 people
in physical activity
programmes

582
new programmes
developed

Wellbeing Walks

Through the Healthy You programme we understood the importance of organised walks to provide people with the opportunity to improve their physical activity levels, whilst having the chance to connect with other people. We have seen the real value in organised walks as a tool

for social prescribing link workers, whilst increasing their confidence in advocating for physical activity.

With the ending of the Ramblers Walking for Health programme, Living Sport has taken on the role of countywide co-ordination of a new Wellbeing Walks scheme as a 'super partner'. All Local Authorities contribute, whilst Living Sport leads the coordination, recruitment, and training of walk leaders, with 56 trained this year.



This programme is in its early stages but from initial anecdotal feedback from our Local Authority Partners, and the strong foundations of the Walking for Health programme, we know the potential for significant impact and will expand this programme further, supporting the development of targeted and adapted walks, and training of more diverse leaders to engage with a broader audience.

Worthwhile Waiting

In partnership with Meridian PCN, Kettles Yard and South Cambridgeshire District Council, Worthwhile Waiting is a programme to support people awaiting orthopaedic surgery to improve their self-care by being more physically active. As part of the programme development, Living Sport has provided advice and guidance on the physical activity offer and connected the partnership with appropriate local providers to deliver. The programme is recently launched, and we will work closely with the partnership to understand the impact this has on participants.

Strategic Priority Area: Health Workforce

Supporting health professionals to be skilled and knowledgeable in advocating physical activity.

This year we have focused on building our understanding of different models for training the workforce, and local opportunity to deliver against this priority. We have had success in connecting with the NHS Training Hub, raising awareness of local programmes, and supporting the Physical Activity Clinical Champion Training. This has enabled us to build direct relationships with Primary Care Practitioners who are passionate about the role of physical activity and can influence the wider workforce.

We recognise the important role that social prescribing link workers and Health and Wellbeing Coaches play in advocating for active lifestyles to manage health. Through Wellbeing Together (linking activity and mental wellbeing) and Walk Leader training we are directly equipping this workforce with tools to support people to be active.

Through this broader engagement, working closely with Public Health, we have developed a General Practice (GP) self-evaluation and improvement plan offer of the Six Sources of Influence model, which will be delivered next year.

Wonder Women

Wonder Women is a Thriving Communities funded programme in partnership with Peterborough Council for Voluntary Services, Arts and Minds, Green Backyard and Metal Peterborough. We have created a programme of activities to address the specific barriers women in local communities' experience in being active.

Living Sport led on consultation with local women to understand what activity they would want to participate in, identified local providers and created specific programmes. This includes training a local female instructor from the local community to run exercise classes, addressing a key barrier for some of the women participating.

An additional aim of the programme is to improve pathways between social prescribing link workers and community activities. This has been achieved through establishment of Health Walks for women to be more active in priority areas of Peterborough. We will build on the relationships created with social prescribing link workers to understand how we can facilitate access to physical activity beyond traditional exercise referral programmes.

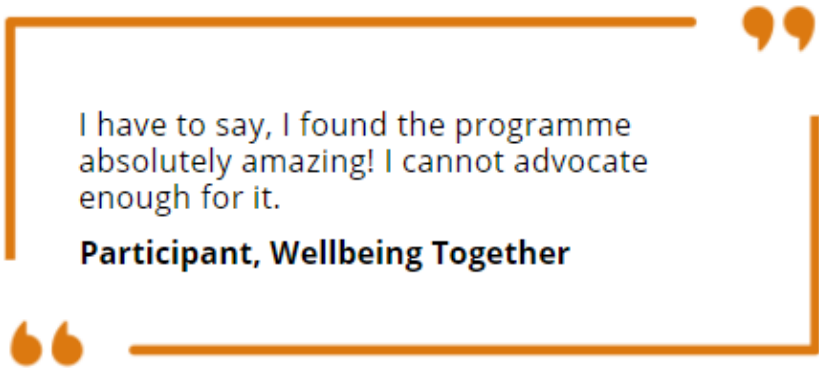
Workforce

We are funded by Sport England to develop our role as a systems partner over the next five years and this has allowed us to increase our understanding of the organisations and groups we need to work with to reach people facing inequalities. We have seen the impact of the pandemic on the local physical activity workforce and have worked to understand our workforce role moving forwards.

We have identified a need to train the broader workforce, including health care practitioners, youth workers and support workers, in offering physical activity sessions, particularly those working in community groups. We will be running several Level One and Level Two courses in the coming months, as a legacy of the Active Families Programme.

We have also identified a need to develop the broader skills of coaches and instructors, with a focus on wellbeing and understanding the individual needs of participants. Our work to date has illustrated the significant need in this area and we have been able to deliver the following outcomes and impacts:

- Hosting four Activity Alliance “Engaging Disabled People in Sport and physical activity” courses upskilling 33 people.
- Delivering six cohorts of Wellbeing Together training in partnership with CPSL Mind and Cambridgeshire and Peterborough NHS Foundation Trust – equipping 72 people with the knowledge and skills to support others to look after their mental health, access further help when needed and improve the connection between physical activity and mental health locally.



I have to say, I found the programme absolutely amazing! I cannot advocate enough for it.

Participant, Wellbeing Together

We will continue to work with sport and physical activity providers, local National Governing Bodies representatives and education providers to understand the role we can play.

We are pleased to have been awarded funding by Public Health to develop a programme to attract a more diverse physical activity workforce. This builds on our learning and knowledge management of this from the Tackling Inequalities Fund, the development of a Disability Strategy, Active Families, and Wonder Women about the importance of 'people like me' in engaging people who do not usually participate in physical activity sessions. This will commence in 2022.

A significant impact of the pandemic has been the shift to a preference for online learning and in our context for safeguarding courses. We had to cancel several courses this year as clubs and instructors received their training directly from UK Coaching or other providers. Through our Safeguarding Team we will continue to review how we can best support the creation of safer cultures in local delivery and consider our role in influencing or delivering training.

Working in Partnership

Partnership working is at the heart of everything we do. We strive to work collaboratively with partners in the public, private, community and voluntary sectors to create the conditions for the people of Cambridgeshire and Peterborough to be active and lead healthy and fulfilled lives. The pandemic presented many unprecedented challenges for the sector necessitating us to become more agile and to work in different ways. The impact of the pandemic and the continued concerns around Covid will continue to present challenge and need and the rising cost of living means how we work and continue to work with partners to support our communities is vital.

Every year we send a survey to all our partners and stakeholders to assess how we are delivering on our partnership values and to measure the effectiveness of our partnerships. This allows us to continue to learn and improve. In February 2022, our Partner Survey was sent to 265 partners from 161 different organisations.

What some of our partners said about us:

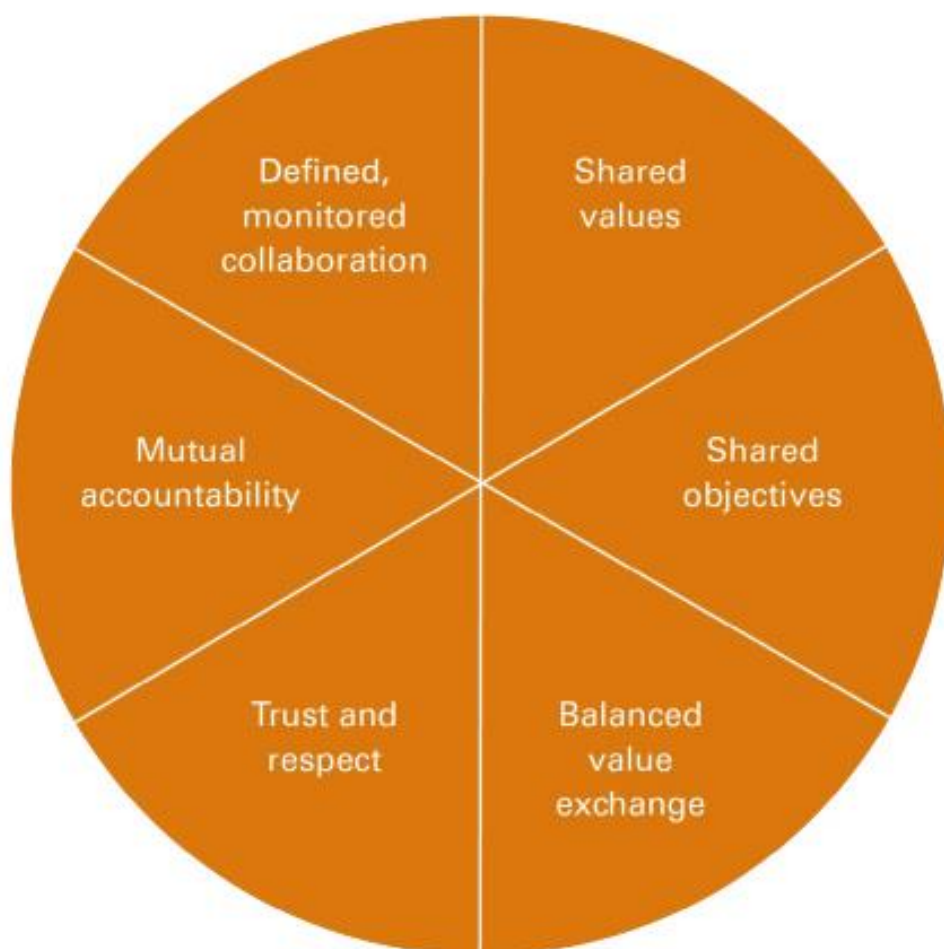


The Net Promoter Score (NPS) gives us a metric that quantifies how likely people are to recommend us to others. It can be a score from -100 to +100. Our NPS of +75 indicates that we are a highly recommended organisation. Over the last 7 years, we have improved from a low of +5 to remain static at the excellent level (classified as above +50) we have been at since 2016 (excluding 2020 when our previous partner survey during the COVID-19 Pandemic did not include this question).



Our Partnership Values

As we look to the future, we will continue to focus our energy on working collaboratively and fostering mutually beneficial relationships that work towards shared values and objectives.



Celebrated Highlights

Bedford's Badminton Bonanza

In March, members of the Living Sport team took part in a non-stop Badminton tournament organised by Badminton England's oldest coach and previous recipient of Living Sport's Lifetime Achievement Award, Colin Bedford, to raise funds for Living Sport and Cancer Research. Over 100 local people joined in the 8-hour Badminton marathon with a range of ages and abilities joining in.



Four Seasons Summer 10k and 5K

Over 150 runners joined us on 4th July at Nene Park to run 5km or 10km as part of our #ThankYouDay celebrations. Our first in-person race since 2019 saw runners, joggers and walkers follow routes around the picturesque lakes, through the woodlands and next to the green meadows.



Looking Forward, Adapting to Change

In response to Covid-19, Living Sport pivoted to new ways of working and adapted to online and remote working and delivery methods in a backdrop of growing need as we witness and continue to experience the increased costs of living and unprecedented global challenge.

We want to continue to create space to allow us to be innovative especially in fundraising as our conventional fundraising events and reserves have fallen. Without the ongoing support of Sport England, we would not have been able to pivot from physical to virtual events locally nor have reached out to the most marginalised, isolated, and deprived communities in our geography. We intend to build on this learning and experience to ensure we are targeted in our approaches, driven by need in areas where health and wellbeing inequalities continue to be a reality, monitoring all our activity within a framework.

Sport England have helped us secure our longer-term future. During that time, and because of their determination to support us, we will be able to look for new income streams, review our approach to reserves, streamline operations, embrace digital technology, and build strong partnerships and wider collaborations.

The pandemic introduced massive changes to many charities' cash flows and funding and there is a shortfall in funding which is estimated to be over £12bn for the sector – this is rather daunting and for an SME it presents considerable challenge.

However, despite this, we have shown considerable resilience in adapting quickly and finding new and innovative ways of engaging with the communities we serve. Our staff team and the commitment of the Board is unwavering, and we want to empower our team to do more and go further for the communities we serve.

We will continue to focus on the areas of health, children and young people, families, and place. Our offer will be integrated as we aim to create more impact as need increases. Efforts will initially focus on geography and areas where deprivation and isolation has increased. We will work differently, smarter and with our guiding principle of trust based in both our team but also our partners.

Our strategy identifies the need to double our income and extend our reach across communities that are based in both urban and rural areas. In our communities across Cambridgeshire and Peterborough, our vision is for no-one to be excluded or left behind as we strive to improve and enhance lives and improve wellbeing and health outcomes.

We hope you enjoyed reading our Impact Report, but more importantly are encouraged to engage and work with Living Sport in the future as we deliver our strategy.

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