



Inclusive cultures for PA in communities: Pathways to impact

Learning seminar: August 2025

National Evaluation & Learning Partnership

contact

Dr Katie Shearn k.shearn@shu.ac.uk

Dr Simon Armour s.armour@shu.ac.uk

Ryan Storey r.storey@shu.ac.uk



**Sheffield
Hallam
University**



REAL Reflect
Evaluate
Act
Learn
Robin Vincent Learning and Evaluation



Welcome and overview

	Time (mins)	Format
Introduction	10	Presentation
Buzz session: what do you hope to learn today?	5	
Inclusive cultures for PA in communities: what does this mean?	5	Presentation
Method and overview of findings	5	Presentation
Stockport's story	20	Presentation
Questions and reflections	10	Open
Movement break	5	
Explanations of change	15	Presentation
Sharing experiences and understandings	20	Breakout rooms
Feedback session: How will this shape our work in Place?	10	Open
Next steps	5	Presentation
Session feedback	5	Padlet

Purpose of the workshop

For participants

To build understanding of CCA

Consider how and why combinations of conditions may shape intermediate outcomes

Think about how to use and build on this learning in practice

For NELP

To share some findings of CCA

Build confidence of partners in engaging with CCA

Capture reflections and feedback

Buzz session



Inclusive cultures for PA in communities:

There is a culturally inclusive social environment for physical activity which enables people to move more in ways that suit them.



Physical activity is widely valued and increasingly the norm throughout communities in the place.

Social environments are culturally inclusive and encourage and facilitate physical activity for everyone.

Everyone in the community, including those with experience of barriers to participation, can experience the freedom and confidence to be active in ways that suit them and that they enjoy.

What do we mean by more inclusive cultures for PA?

The Active Lives Inequalities Metric identifies key characteristics associated with lower levels of physical activity.

Adults:

- Disabled people and those with a long-term health condition
- Age 65 and over
- Lower socioeconomic groups
- Asian, Black, and Chinese adults
- Pregnant women and parents of children under one
- Adults of Muslim faith

Children and young people:

- Girls
- Other gender (secondary-aged children)
- Low affluence
- Asian and Black children
- Lack of access to a park, field, or outdoor sports space (secondary-aged children)

Understanding pathways to impact: Where, why, and how change is taking place



Configurational Comparative Analysis (CCA)

a systematic way of identifying patterns (configurations) of conditions which are associated with positive outcomes

Evaluation & Learning reports

documentary analysis providing in-depth understanding at Place level

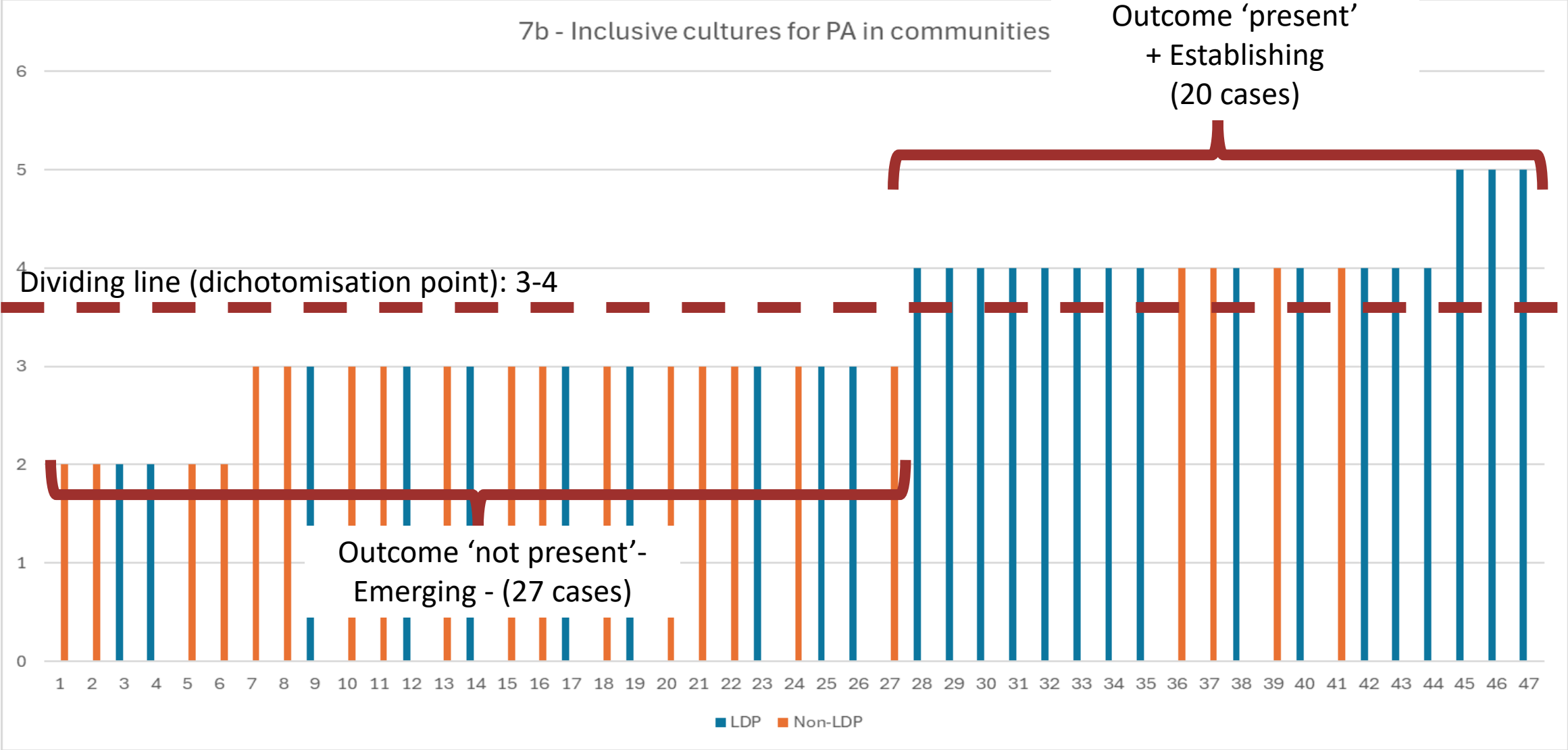


Headline findings:

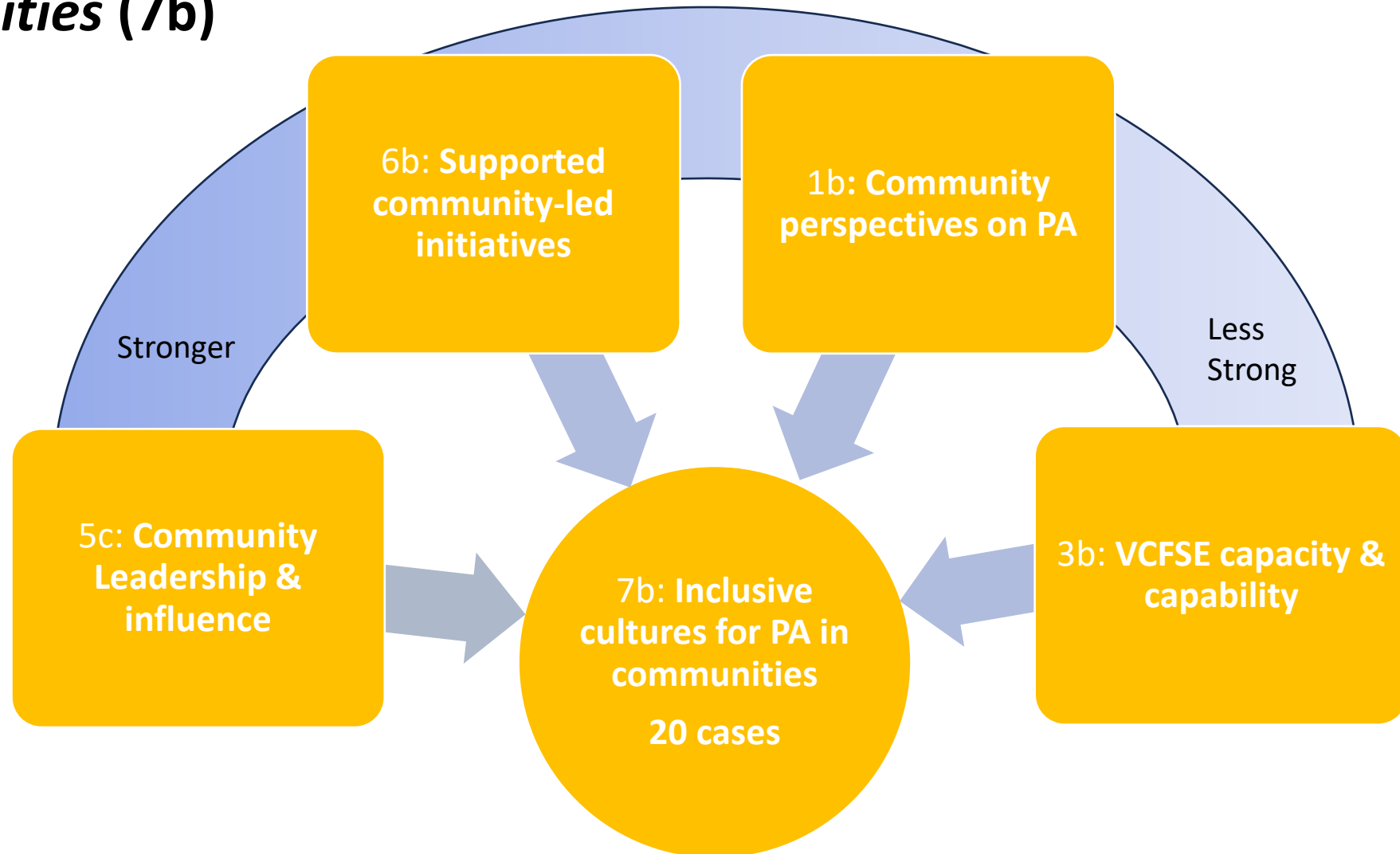
Condition 7b. *Inclusive Cultures encourage and facilitate participation in movement / physical activity*

Headline findings: Maturity of inclusive cultures

Inclusive cultures to facilitate participation in PA (7b)



Headline findings: Conditions predicting *inclusive cultures for PA in communities* (7b)



Cultures and Practice for Physical Activity

ONE
STOCKPORT

Russ Boaler

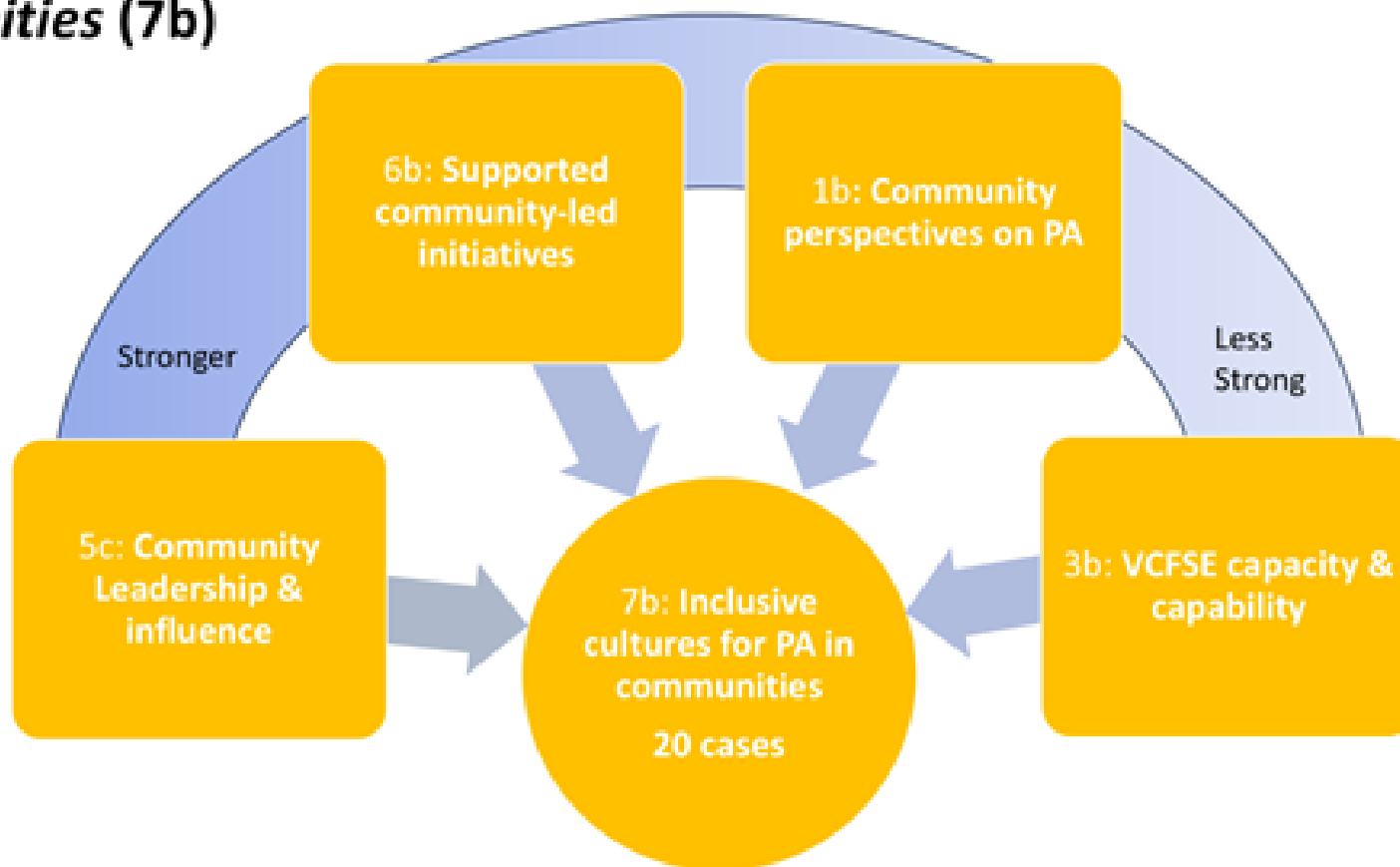
Consultant for Physical Education, Sport & Physical Activity
Public Health Strategic Lead – Physical Activity & Healthy Weight
Stockport Council

Ross McGuigan

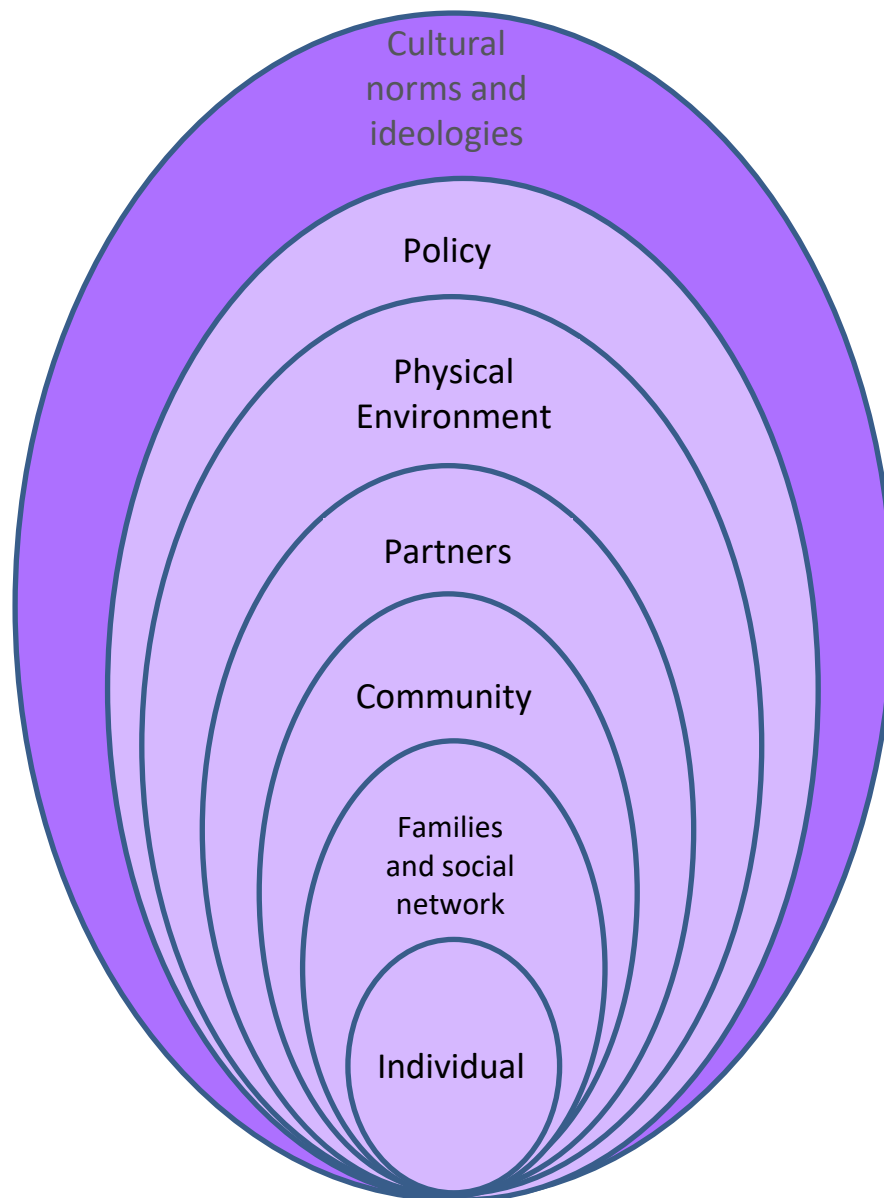
Active Communities Manager
Life Leisure

STOCKPORT
MIVING
TOGETHER

Headline findings: Conditions predicting *inclusive cultures for PA in communities* (7b)



‘Stockport More Active, More Often’



Principles

1. Systems approach
2. Person centred
3. Encourage behaviour change
4. Public sector leading by example
5. Collaborative and coproduced
6. Transformational change
7. Social participation
8. An environment that is accessible to all

Approach

- Collaborative
- Inclusive
- Ambitious
- Innovative
- Led by learning, insight and evidence
- Clear in our communications
- Leaders and enablers



Brinnington Maps – progressions

Walking Forum - engagement

Cycling – engagement and insight

Benches – new infrastructure

Community Pot - future

SEND Families Access to Activity – engagement

Active Pathways – Wellbeing prescription

Brinnington Park Leisure complex usage

**BRINNINGTONS CYCLING
DROP IN EVENT**

FREE AT BRINNINGTON COMMUNITY HUB
UNIT 2, BERWICK PARADE, SK5 8LQ

TUESDAY 7TH DECEMBER 2-5PM

TUESDAY 25TH JANUARY 1-4PM

TUESDAY 15TH FEBRUARY 1-4PM

TUESDAY 8TH MARCH 1-4PM

THE FREE DROP IN EVENTS WILL AIM TO
PROVIDE BASIC BIKE MAINTENANCE SUPPORT
AND TIPS.

IT WILL ALSO BE A PLACE TO SHARE
INFORMATION AROUND OWNING A BIKE AND
SAFE CYCLING IN THE AREA.

PLEASE COME ALONG EVEN IF YOU DO NOT
CURRENTLY OWN OR HAVE ACCESS TO A BIKE.



WWW.FACEBOOK.COM/LLACTIVECOMMUNITIES

**5c – Community leadership
and influence**

**6b – Supported community-
led initiatives**

OUTCOME



**Inclusive cultures encourage and
facilitate participation in
movement/physical activity**

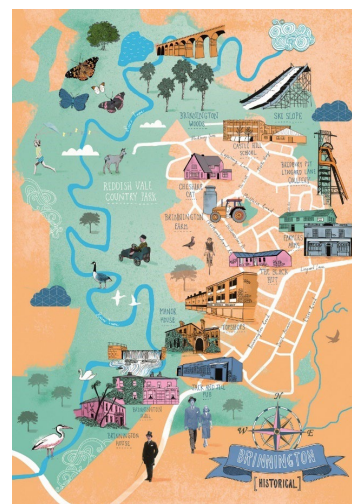
**Conditions
and relation
to
workstreams/
programming**

Brinnington Maps

Conditions:

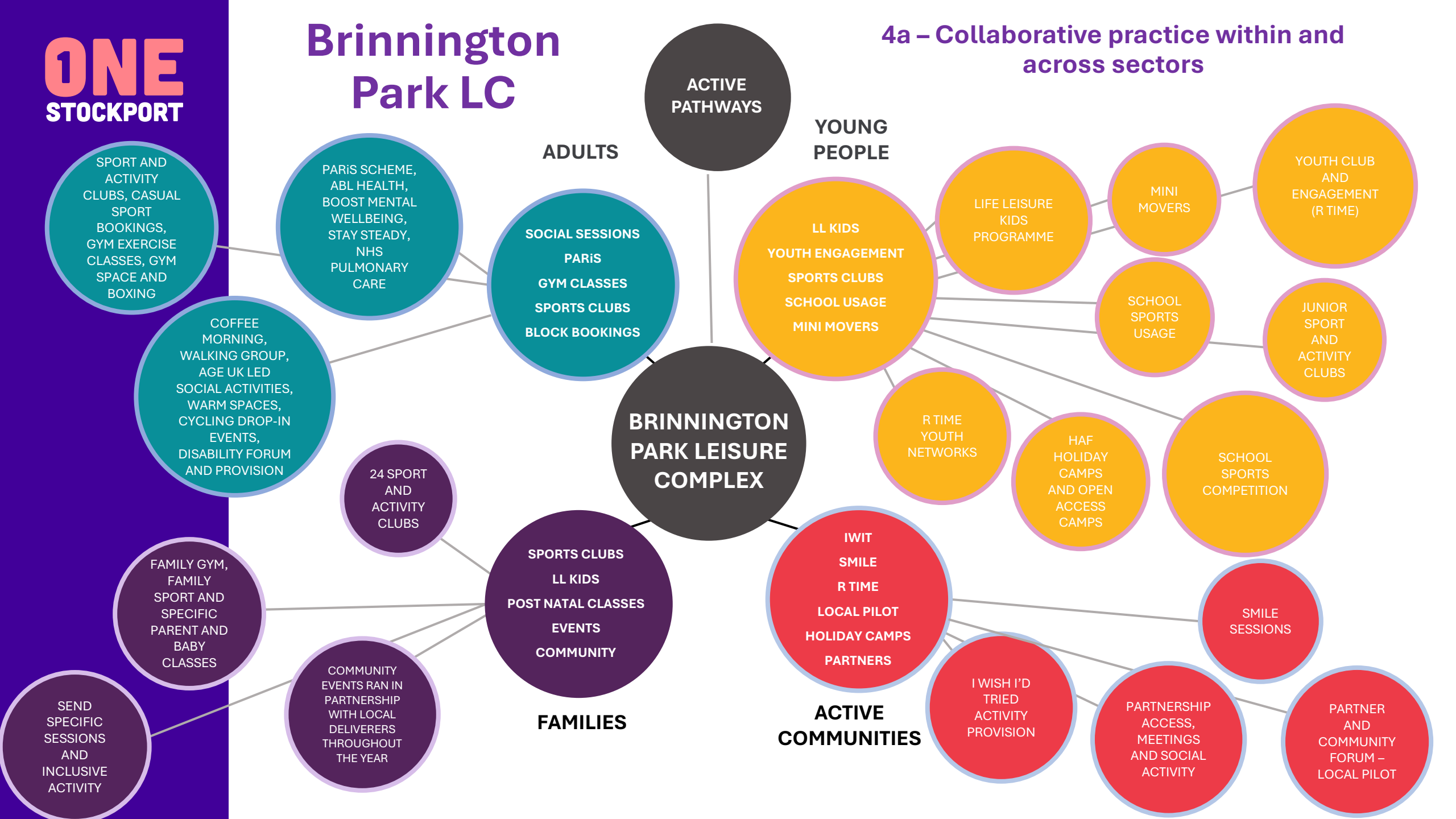
5c – Community leadership and influence

6b – Supported community-led initiatives



Brinnington Park LC

4a – Collaborative practice within and across sectors



QUOTES

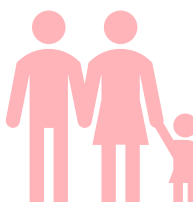
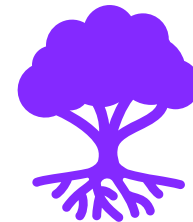
How has this
been more
beneficial for
the
community
and
partners?

Quote from Nina Burns (Communities Manager, Groundwork):

“Brinnington Big Local has collaborated and worked with Life Leisure for a number of years. It has been an exciting journey and one which has seen Brinnington Park leisure complex become a central space for a wide range of community activities for all. We have enjoyed seeing the growth of the complex in terms of people and place where people of all ages can become more connected with each other and focus on their wellbeing.”

Quote from Mark Mitchell, Brinnington Big Local Projects Officer and Brinnington resident):

“Although the Leisure Centre was built for sport, it has become just as important as a centre for community activity too. I can only attribute that to the actions of the staff, who have been engaged with the whole of Brinnington since they opened and have gone out of their way to host activity that attracts and benefits an audience beyond the usual sporting crowd.”



Jimmy (local resident and volunteer):

“We basically wanted to try and get people who were socially isolated, get them involved, get them meeting new people and get them moving on to other groups to expand on their support networks.

We have a walking group setup from meeting at the centre and we have the digital drop-in to offer more things to get more people involved.”

NOT YET FULLY EMBEDDED BECAUSE...

- WHILST THIS WAY OF **THINKING AND WORKING** IS BECOMING **EMBEDDED** IN BRINNINGTON AND THERE ARE POCKETS ACROSS OTHER NEIGHBOURHOODS, IT IS **NOT YET SEEN** CONSISTENTLY ACROSS THE WHOLE OF THE BOROUGH
- CAPACITY NEEDS TO BECOME **SUSTAINABLE** ACROSS ALL NEIGHBOURHOODS THROUGH DISTRIBUTED LEADERSHIP THAT PROMOTES COMMUNITY OWNERSHIP
- RELIANCE ON **INDIVIDUAL RELATIONSHIPS** NEEDS TO **TRANSITION** INTO ORGANISATIONAL AND COMMUNITY **POLICY & PRACTICE**

WHAT NEXT?

Scale the specific ways in which physical activity is described, promoted, facilitated and offered across all neighbourhoods in Stockport aligned to the Live Well model footprint
[Stockport Live Well - Stockport Council](#)

Use physical activity as an exemplar to influence ways of thinking and working through the development of Live Well across Stockport, to achieve a sustained reduction in inequalities across education, employment, health and wellbeing through community-led prevention.

Physical activity is widely valued and increasingly the norm throughout communities in the Place. Social environments are culturally inclusive and encourage and facilitate physical activity for everyone.

Everyone in the community, including those with experience of barriers to participation, can experience the freedom and confidence to be active in ways that suit them and that they enjoy.

QUESTIONS?

RUSS BOALER

Russ.boaler@stockport.gov.uk

ROSS MCGUIGAN

Ross.mcguigan@lifeleisure.net

THANK YOU



Questions and reflections



Have a
break!



Explanations of change

Conditions tested in analysis

1b - Community perspectives on challenges, strengths and priorities are valued and underpin place-based working on PA

2b - Partner organisations adapt communications to align and engage with diverse cultures

3b - Working with communities and voluntary organisations to build capacity and capability

4b - Thriving community sector that works together on physical activity

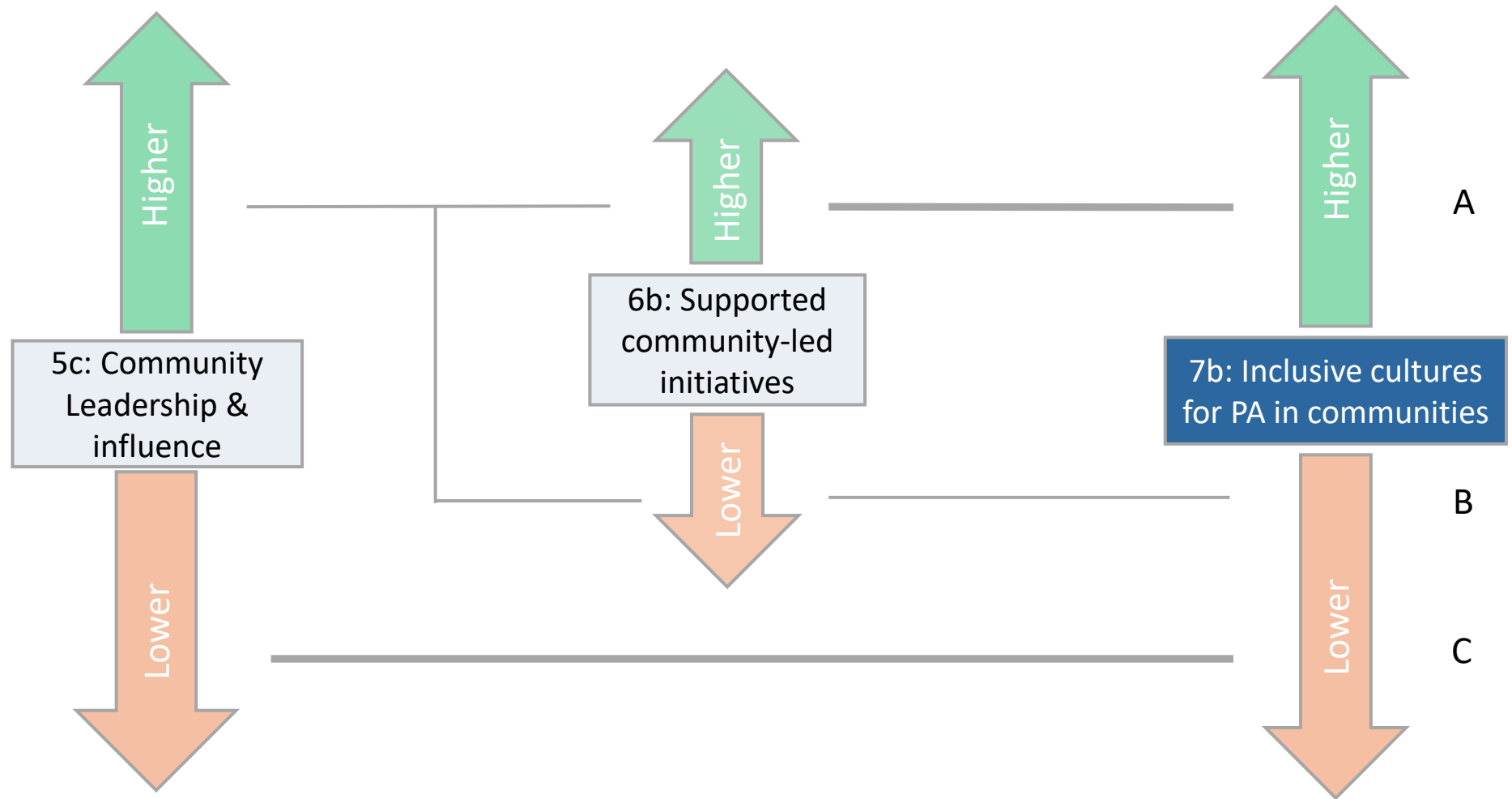
5c - Community leadership and influence

6b - Supported community-led initiatives

8b - Parks and open spaces are enjoyed as welcoming places for being physically active, for everyone

9 - Learning culture, processes, and evaluation

7b: Inclusive cultures encourage and facilitate participation in movement / physical activity





Sense-making workshop responses

- Model resonated with experiences in Places
- Authentic community-led action may lead to changes in culture among people who tend to be less active, *and*
“if this community leadership is to be in place it needs to be strongly supported by the leaders in that area also, the people making the decisions so that local people can do the do that they want to do” (NW workshop participant)
- Identified need to ensure community voices are genuinely heard and to avoid imposing agencies’ priorities
- Importance of enabling communities to determine and respond to their own needs and goals

Calderdale example – *community representatives influence and shape decision-making and build confidence in their ability to bring about positive change.*



- Community representatives on strategic panels influenced activity plans
- Participatory community panels guided investment decisions
- Local advocates shaped outreach strategies
- Community leaders influenced operational models

Place example – *Community leaders shaped spaces, funding, networks, and policy to embed culturally inclusive physical activity across Place.*



- Community representatives influenced space and facility design
- Local leaders shaped funding priorities.
- Partnership networks embedded local voice in system forums.
- Local organisations advocated in borough policy forums.

From sandcastles to sand dunes





Summary



Supported community-led initiatives are enabled in Places where *community perspectives are valued* and agencies *work with VCFSE partners to build capacity*.



These initiatives may bring short term benefits but to translate into long-term sustainable change requires a shift in *cultures for PA in communities*



Where communities are equal partners, with a voice in decision making, then we are more likely to see changes in cultures to facilitate PA in communities



This may be due to the changing relationships in which agencies increasingly value and invest in community-led action, and begin to share power and resources with communities to enable them to act for themselves

Breakout discussions



Drawing on your own experiences -

1. Why might community leadership (voice and influence in partnership decision-making) be important to the development of *inclusive cultures for PA in communities*?
2. How and why might supported community-led initiatives be important in enabling *inclusive cultures for PA*?
3. How have the insights of people with lived experience of inequalities shaped your work to enable *inclusive cultures for PA*?



Next steps

- Further learning seminars
- Synthesis of Evaluation and Learning reports with CCA findings
- 2025 CCA cycle



Session feedback

- [Padlet]



Inclusive cultures for PA in communities: Pathways to impact

Learning seminar: August 2025

National Evaluation & Learning Partnership

contact

Dr Katie Shearn k.shearn@shu.ac.uk

Dr Simon Armour s.armour@shu.ac.uk

Ryan Storey r.storey@shu.ac.uk



**Sheffield
Hallam
University**



REAL Reflect
Evaluate
Act
Learn
Robin Vincent Learning and Evaluation