

Inclusive cultures for PA in communities: Pathways to impact

Learning seminar: August 2025

National Evaluation & Learning Partnership

contact

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	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 (secondaryaged 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

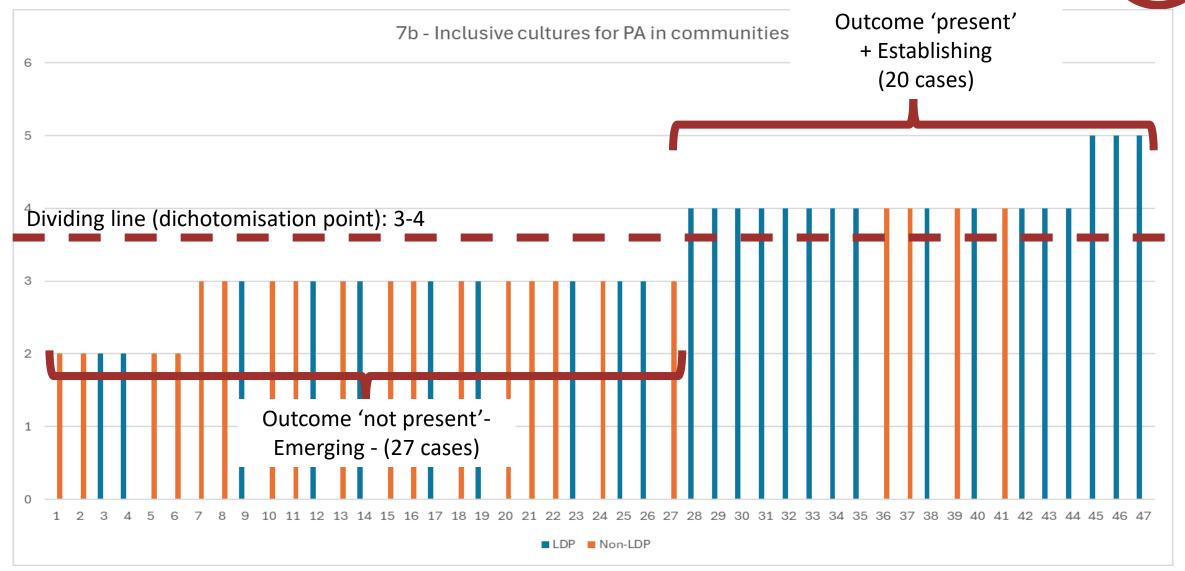


Headline findings:

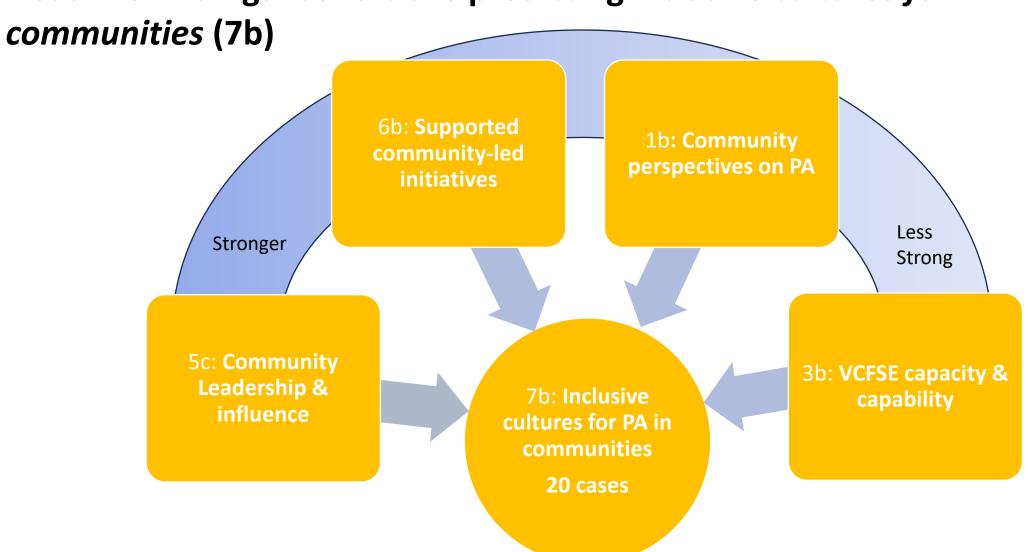
Condition 7b. *Inclusive Cultures encourage* and facilitate participation in movement / physical activity

Headline findings: Maturity of inclusive cultures

Inclusive cultures to facilitate participation in PA (7b)



Headline findings: Conditions predicting inclusive cultures for PA in



Cultures and Practice for Physical Activity

TOCKPORT

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





Headline findings: Conditions predicting inclusive cultures for PA in

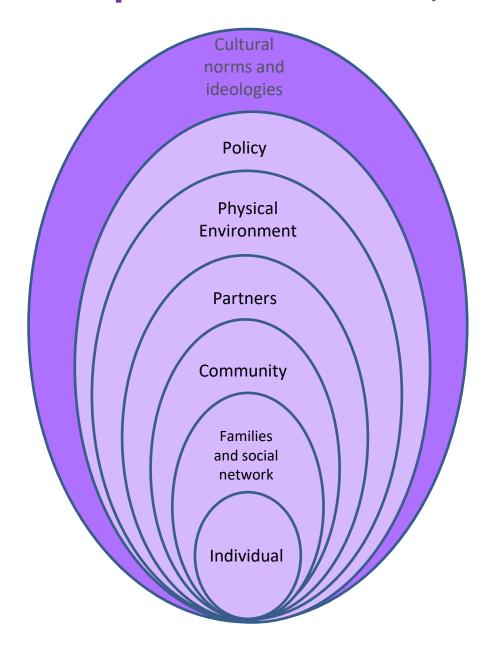
communities (7b)





'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



Conditions
and relation
to
workstreams/
programming







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 MAINTENENCE SUPPORT AND TIPS.

IT WILL ALSO BE A PLACE TO SHARE FORMATION 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 BIKI







WWW.FACEBOOK.COM/LLACTIVECOMMUNITIES

5c - Community leadership and influence

6b – Supported communityled initiatives

OUTCOME

Inclusive cultures encourage and facilitate participation in movement/physical activity

ONE STOCKPORT

Conditions:

5c - Community leadership and influence

6b – Supported community-led initiatives

Brinnington Maps















STOCKPORT

SPORT AND **ACTIVITY** CLUBS, CASUAL **SPORT** BOOKINGS. **GYM EXERCISE** CLASSES, GYM **SPACE AND BOXING**

Brinnington Park LC

ACTIVE PATHWAYS

BRINNINGTON

COMPLEX

4a - Collaborative practice within and across sectors

PARIS SCHEME. ABL HEALTH, **BOOST MENTAL** WELLBEING, STAY STEADY, NHS **PULMONARY** CARE

ADULTS

SOCIAL SESSIONS PARIS

GYM CLASSES SPORTS CLUBS

BLOCK BOOKINGS

YOUTH ENGAGEMENT SPORTS CLUBS

LL KIDS

YOUNG

PEOPLE

SCHOOL USAGE MINI MOVERS

SPORT

SPORTS

SMILE

SESSIONS

24 SPORT AND **ACTIVITY CLUBS**

SPORTS CLUBS

LL KIDS

POST NATAL CLASSES

EVENTS

COMMUNITY

PARK LEISURE

IWIT

SMILE R TIME

LOCAL PILOT

HOLIDAY CAMPS

PARTNERS

PROVISION

PARTNERSHIP ACCESS, **MEETINGS** AND SOCIAL

PARTNER AND COMMUNITY FORUM -

FAMILY GYM FAMILY SPORT AND SPECIFIC PARENT AND BABY

CLASSES

COFFEE

MORNING. WALKING GROUP, AGE UK LED SOCIAL ACTIVITIES, WARM SPACES.

CYCLING DROP-IN EVENTS,

DISABILITY FORUM AND PROVISION

SEND SPECIFIC SESSIONS AND **INCLUSIVE ACTIVITY**

EVENTS RAN IN PARTNERSHIP WITH LOCAL **DELIVERERS THROUGHOUT** THE YEAR

COMMUNITY

FAMILIES

ACTIVE COMMUNITIES

I WISH I'D TRIED **ACTIVITY**

ACTIVITY

SPORTS

LOCAL PILOT

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."

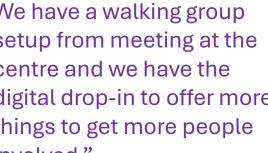


Jimmy (local resident and volunteer):

"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."



Brinnington Park Leisure complex and Place **Partnerships** planning



Brinnington Park Leisure Complex and Place-based working - case study

Data shows that Brinnington is one of the most deprived areas in the North-west, there are lower healthy life expectancy rates, poor mental health, higher levels of physical inactivity and many more. Demonstrating impact and assessing what impact we can have as an organisation is key but the methods to achieving this will allow us to learn and evolve on the approach we are taking. Data and insight work identified Brinnington as an area to focus a whole systems approach. This would enable us to consider all factors that may help people to become more active in their local area. Brinnington Park Leisure complex is an asset within this community, but it has been important to create opportunity and build trust with residents. We asked ourselves:

Where are we now?

- Engagement
- Variety
- Community need
- Access
- Space
- Partners

Adaptations to our planning by taking into consideration all the above have been important components of evolving the approach to supporting the community. Identifying:

- Partners and perception of the centre.
- Using the centre for wider purposes than physical activity.
- Meaningful engagement.
- Measuring impact with limited resources.
- Creating social spaces and forums to better connect with the community.
- Assess and actively listen to community ideas and co-produce with them.
- How did we engage with the disengaged?
- How can we evolve the centre to become a community hub?
- · What impact can we have across all parts of the community?

Quotes

Russ Boaler (Consultant for Physical Education, Sport & Physical Activity, and Public Health Strategic Lead): "Supporting residents to become more active is important but as significant is the opportunity to bring people together."

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."

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."

Quote from Alex (Local resident): "It is great to have a large indoor space to walk together, listen to music, walk and chat, and also have the opportunity to rest when needed. It wasn't what I expected when I first came to the centre as I went to the coffee morning to meet new people, so to find myself as part of a new walking group it has helped me a lot".

Brinnington background of operations 2018-2019

- Studio and gym usage low during off-peak hours.
- Sports hall and outdoor pitch usage low off-peak hours.
- Community room usage low.
- · Limiting test and learn prior to Local Pilot due to funding restrictions.

Key outputs

Centre and programme usage in:

- Quarter 1 (April 2022)
 - 0 4441
- Quarter 3 (October 2022)
 - o 9537

A substantial increase within the space of six months.





Centre usage and engagement

The ambition is for the centre to become a community hub and to effectively analyse positive and meaningful engagement. By working with community connectors, and taking a whole-systems approach for a diverse offer we can continue to evolve what we can do for the community.

BPLC: PROVISION BREAKDOWN



What have we learnt?

Improve the understanding and role of the centre in working towards . becoming an important community asset:
Behaviour and culture change: social activity engagement and

- conversations before participatio
- Creating a social movement: Trust building with local community connectors and recognising the strengths of word of mouth to promote activity.
- Sustainability: Support communities and empower people to be part of interventions and activities, E.g. Community Pot.
- Delivery designed by local people: Focus on decisions from the community and support ideas through funding and capacity.
- Link to community assets and organisations: Support local
- Partners understanding and awareness: Varied usage to explore
- how partners use the centre and understand physical activity more. Evaluation and Impact: More qualitative and impact reporting of participation and engagement.

Case studies (upon request)

- Social gym session at the centre.
- Working different in Brinnington Local Pilot.
- Cycling Drop-in events and learnings.
- Brinnington Maps, Walking and centre use.

We are collectively proud of our reputation for working with multiple partners to bring the greatest benefit to the community.

- Support and influence of partners to support the whole systems approach and principles of the Local Pilot.
- Extensive network of partners to improve connections
- Working with partners E.g. Brinnington Big Local, Public Health to contribute towards community development work.

What can we do better?

- Understanding the reason to be a catalyst for wider work.
- Community led ideas. Maintain and refresh provision
- Training and development for staff and volunteers.
- Community forums emerging.
- Social prescribing model

The centre has adopted changes since it opened to shift towards becoming a community hub. Its full potential hasn't been reached yet and there is no perfect model that can be achieved. However, it's evolution has focused more on how the centre can change its condi tions to enable active lives and steer away from traditional activity



Credit GM moving, gmmoving.co.uk



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?

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THANK YOU





Have a break!



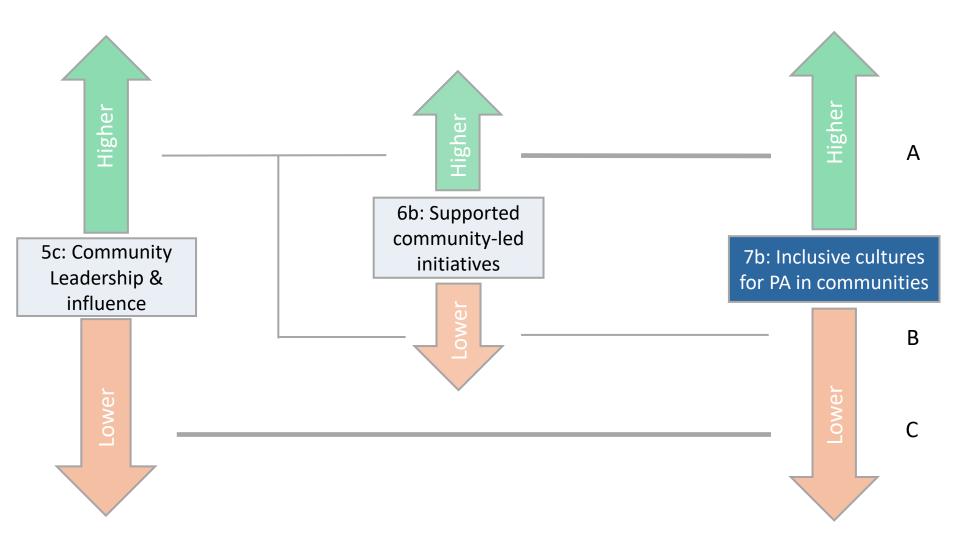
Explanations of change

Conditions tested in analysis

- **1b** Community perspectives on challenges, strengths and priorities are valued and underpin placebased 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.



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]



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