

# YOU'VE GOT THIS.

**Fuse Physical Activity Workshop: The role of nature in increasing physical activity, improving health and reducing inequalities**

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# YGT IN A NUTSHELL

## OUR COMMUNITY FOCUS AREA

- Made up of two wards in Middlesbrough (North Ormesby and Brambles & Thorntree) and two wards in Redcar and Cleveland (Grangetown and South Bank).
- The Middlesbrough and Redcar and Cleveland wards are demographically very different but all have plenty of public greenspace which, while valued by the community, has often been underutilised.

## OUR SOUTH TEES WIDE WORKSTREAMS

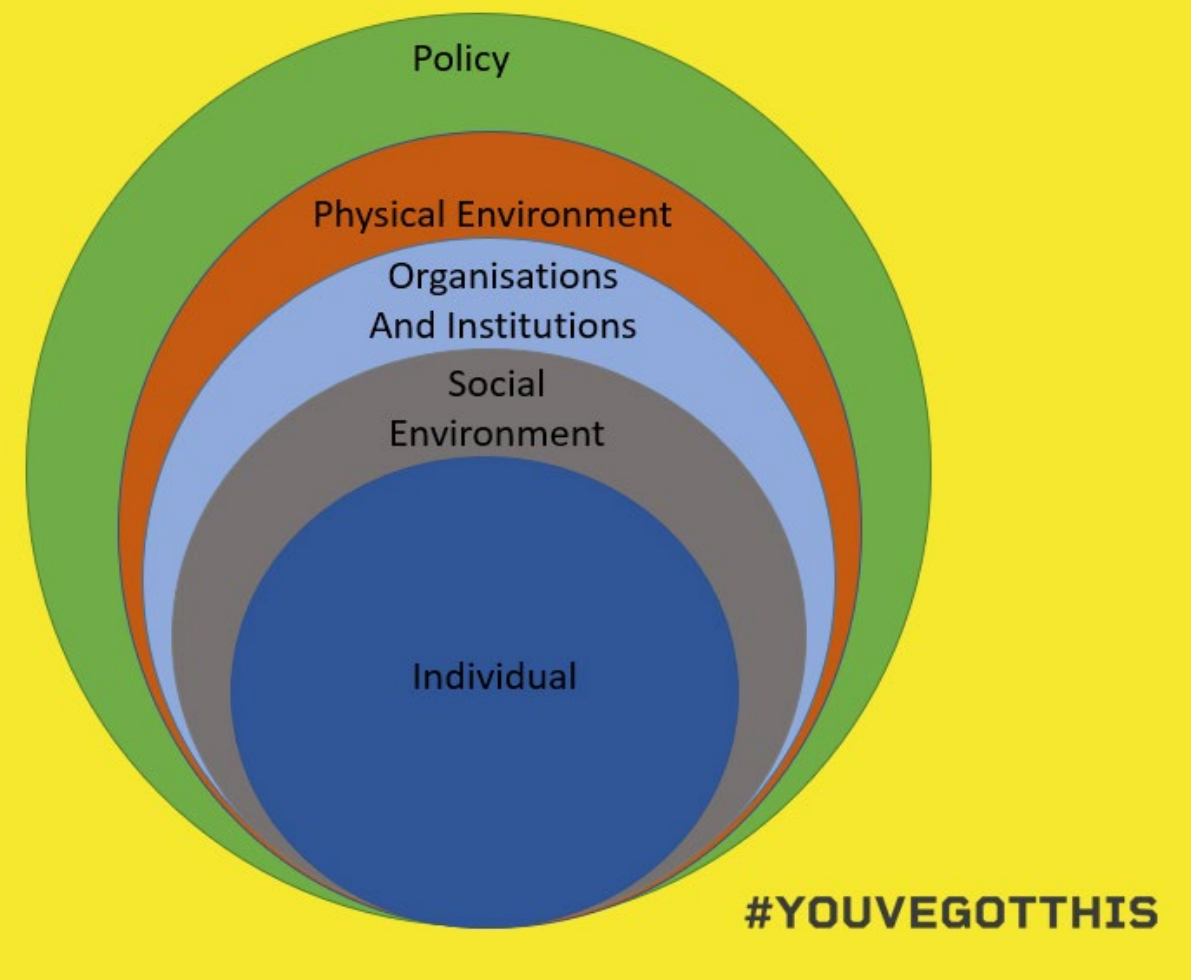
- Prehab - *Embedding physical activity into the pathway prior to surgery.*
- Type 2 Diabetes – *Remission services supporting patients through a dietary and physical activity pathway embedded primary care.*
- Slimming World – *Strengthening the approach to physical activity through the nutritional intervention*
- Health Professionals (Social Prescribers) – *Challenging and changing the culture and position of physical activity in primary care and social prescribing*
- Planning and Transport Planning – *Supporting the increase in presence of wellbeing & physical activity into the planning and transport planning teams and decision making processes.*



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# Our Approach

- **Everyone has a role to play** – we consider individuals, communities, organisations, the environment and policy, we call this the “whole system approach”.
- **Distributed Leadership** - recognises that to achieve our outcomes we require leadership and buy-in at all levels of the system.
- **Collaboration and Common Purpose** – moving away from competition to collaboration.
- **Using co-design & taking an insight-led approach**
- **SAYING YES TO THE MESS!**



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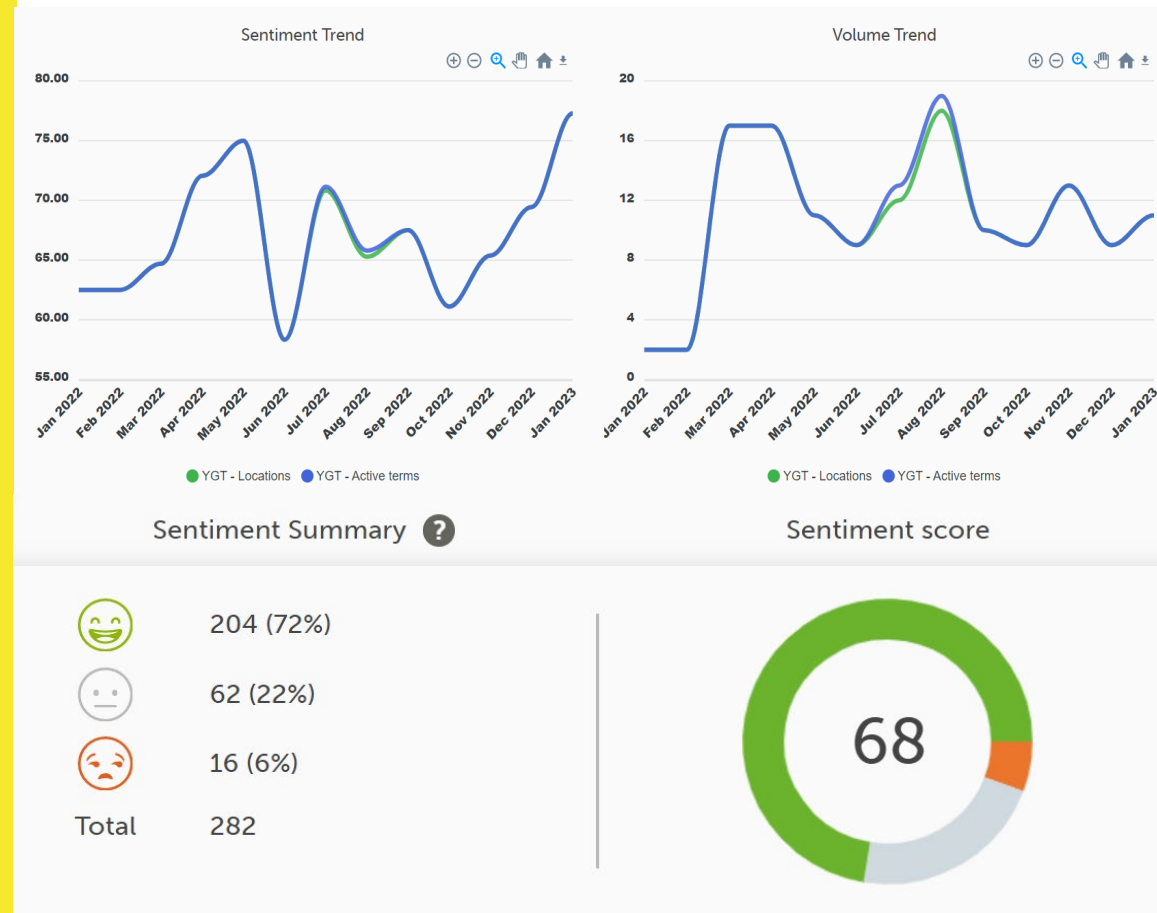
# Taking an insight-led approach to green spaces

## Our quantitative data collection methods:

- An adapted 'Active Lives' survey run annually in our geographical area of focus and a control group in Stockton.

## Our qualitative data collection methods:

- Storytelling
- Social Listening

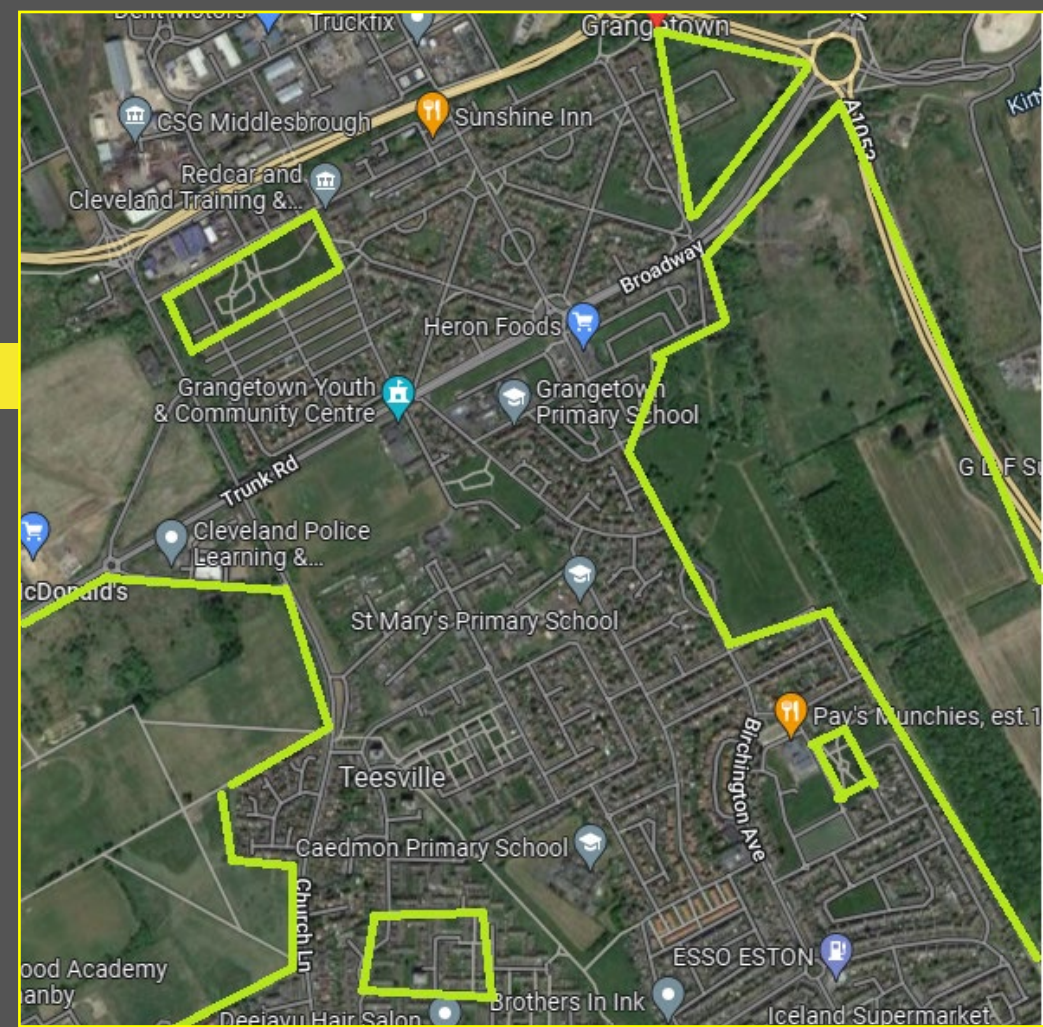


Analysis of Twitter data relating to Stewart Park in Middlesbrough

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# Our Community Focus Area

- Has a good volume of open space, green space, woodland and play areas. These are managed to the minimum requirements with little to no community involvement currently.
- Lacked a strategic vision for Grangetown, an area of high interest for regeneration of open spaces, this then lacked the joint up approach of how resident interact and move within the ward.
- Interest from residents and local authority to support the regeneration of these spaces however, systemic issues block progress.
- A new approach was needed. **Co-Design & Collaboration.**



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# Co-Design & Collaboration

## Collaboration

- Establishing trusted & honest relationship between all interested organisations and residents.
- Understand the current status of each organisation and establish common purpose.
- Challenge and Compromise.
- Share data, insight and learning freely between each other.
- The Basics. Keep up to date.

## Co-Design

- Working through existing relationships in the place.
- Take an approach that works for the audience, think outside the box.
- Don't forget the 'Co'
- An iterative process
- Share the control and power by sharing the insight and processes.

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**So What?**

**Impact and Outcomes so far.**

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