

IMPACT REPORT

2021 - 2022

Tees Valley Sport



Foreword.

During the last 12 months we have changed; structurally, culturally and our way forward is clear.

Last year continued to present a huge range of existing and new challenges and opportunities to Tees Valley Sport and we did our very best to find different ways to support individuals and organisations during uncertain times. Covid-19 created conditions in our communities and across our sub-region to make the delivery of our vision very difficult, and changing regulations, repeated lockdowns and collective isolation had a considerable, negative impact on activity levels. Tees Valley Sport utilised our energy and expertise to deliver opportunities to counter these challenges: School Games, accessible sports opportunities, the Tackling Inequalities Fund, online Club Matters sessions and podcasts were just a small number of initiatives we delivered with local partners to provide tangible support and opportunities to local people.

During this time the new leadership within the organisation, (a relatively new Executive Director and Chair) took the time to reflect on our role as the active partnership for the sub-region and our ability and capacity to deliver on 'Uniting the Movement', a new ten-year strategy that frames the direction and investments of Sport England. It was clear that to deliver on this substantive, long term ambition, we had to be the right kind of vehicle to move out into the busy traffic.

To ensure we had the right people, resources, attitude, and ambition to tackle inactivity across our place, we needed to make significant changes – structurally and culturally. To do this, we had to challenge our basic assumptions about our knowledge of communities, people, and our partners.

This Impact Report not only documents the fantastic work our team has delivered across the Tees Valley between April 2021 to March 2022, but also the journey we have undertaken to create an organisation that is relevant, trusted, and central to the achievement of tackling inequality and inactivity in the Tees Valley.

In this year of transition, I want to personally thank all the team at Tees Valley Sport for their hard work, patience, enthusiasm, and support. Our board for their challenge and belief in us. Our partners, without whom delivering a vision would not be possible. And to everyone else who has helped, flag waved, shared, influenced, and generally understood and supported what we were trying to achieve....

THANK YOU: from EVERYONE at Tees Valley Sport.

Our Place and our People

Population at a glance...



677,170

Total population estimate
(2020) [i](#)



332,507

(49.1%)

Male population estimate
(2020) [i](#)



344,663

(50.9%)

Female population estimate
(2020) [i](#)

Age Groups	%
0-14	18.4
15-29	17.5
30-44	18.2
45-59	20.1
60-74	17
75+	8.8

Ethnicity	%
Asian/Asian British	3.3
Black/African/Caribbean/Black British	0.5
Minority Ethnic - Total	6.8
Mixed/multiple ethnic groups	1
Other ethnic groups	0.4
White	94.8

Physical Activity Levels (2020)	Tees Valley %	England %
Inactive	31.9	27.5
Fairly Active	13.1	11.6
Active	55	60.9

Physical Activity Levels Children & Young People (20-21)	Tees Valley %	England %
Less Active	28.8	32.4
Fairly Active	18.9	23
Active	52.3	44.6

Deprivation at a glance...



25%

Percentage of children living in low income families
(2016) [i](#)



10%

Percentage of households experiencing fuel poverty
(2018) [i](#)



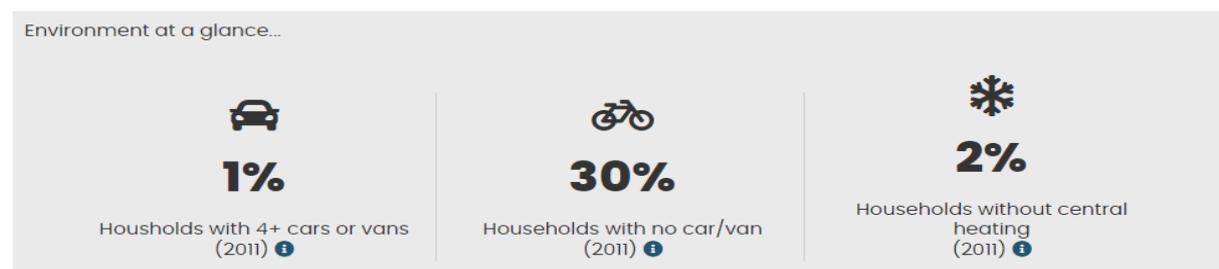
21%

Children in Out of Work Benefit Claimant households
(2017) [i](#)

- Tees Valley has a relatively high proportion of localities within the **most deprived 10%** nationally, as ranked by the 2019 Index of Multiple Deprivation.
- It ranks as the second most deprived LEP area in England with all five Tees Valley districts ranking in the **most deprived 15%** of local authorities nationally.
- **121 or 29% of Tees Valley's 417 LSOAs are in the 10% most deprived** nationally, almost three times the national rate.

Qualification (2020)	Tees Valley %	England %
Degree and above	25.5	35.8
Higher Education below degree	8.5	7.6
GCE A level equivalent	26.5	22
GCSE A-C or equivalent	24.3	20.7
Other qualifications (GCSE)	6.5	7.7
No qualifications	8.7	6.3

Environment at a glance...



Vehicle Ownership

	Count	%
1 car or van	118313	41.8
2 cars or vans	62452	22.1
3 cars or vans	12496	4.4
4 or more cars or vans	3543	1.3
No cars or vans	86267	30.5

Fast Food Outlets per LA	Count of outlets	Rate per 100,000
Darlington	158	148.6
Hartlepool	149	160.5
Middlesbrough	184	131.1
Redcar and Cleveland	160	118.1
Stockton on Tees	200	102.1

Total number of outlets across the whole of the Tees Valley is **851**. The rate per 100,000 stands at **132.08** compared to the England figure of **96.1** (PHE, 2018).

What do Tees Valley Sport do?

Tees Valley Sport is one of 43 Active Partnerships operating across England.

Active Partnerships are strategic organisations that recognise activity levels are affected by a complex system of influences that no single organisation or programme can change at scale. Long term, positive change can only happen if it is the result of collective action and common purpose.

Our role is to create a value of movement, active living, sport and physical activity with people, places, and partners.

We do this through:

- Driving collaboration
- Influencing the values, attitudes and behaviours of people and policy
- Developing insight and understanding
- Co-ordination & commissioning
- Building trust and collective action

Strategic Development

A time to forge new relationships and cement old ones.

Active Partnerships are strategic organisations that recognise activity levels are affected by a complex system of influences that no single organisation or programme can change at scale. Our role is to create a value of movement, active living, sport and physical activity with people, places, and partners across the sub-region.

As an organisation we have always had a strong, established cohort of advocates, supporters, and partners; primarily within the local club infrastructure, leisure, schools, and other local agencies, but the general perception was that we were a County Sports Partnership with a primary focus on sport. We needed to challenge and change those perceptions and be clear about our systemic role in delivery 'Uniting the Movement' (UTM) at a local level to tackle inactivity in our place.

A critical area we needed to address was our role in relation to strategic representation and leadership across the sub-region. We had established fledgling relationships with key officers and people across the five local authority areas since late 2020 and in 2021, for the first time in many years, brought together senior leaders from across the Tees Valley. These discussions and engagements have led to TVS becoming involved with a broader range of local partners that enable us to build the value of sport, physical activity, and movement into their discussions. We have also made connections with the Directors of Public Health and the senior leadership within the health trusts.

TVS is also working with County Durham Sport, Rise, a representative from the Office of Health Improvement & Disparities and Public Health to explore new opportunities to utilise physical activity as a health care pathway and priority. We need to extend this across other areas such as transport, housing, primary & secondary care, adult social care and the VCSE.

During the last 12 months we have invested significantly more time and energy in engaging and building relationships with more people, communities, and partners. This is just the beginning, and we have a lot more work to do to establish Tees Valley Sport as a trusted and valued leader in the Tees Valley.

During this time, we have also been working on developing our new organisational strategy which will outline a new vision and priorities for Tees Valley Sport and the sub-region. During this process, we have taken time to reflect on not only what is important to US about our place and our work, but also what our partners and communities have told us is important to them for the future. We are very excited to continue this conversation in April so that we have a shared vision and ambition for the whole Tees Valley.

Children & Young People

The past two years have presented extraordinary challenges for young people in the Tees Valley and across the country. Lockdowns, home schooling and time apart from family and friends have had a significant, negative impact on the physical health and mental wellbeing of children.

Those from statistically disadvantaged communities and disabled young people have been disproportionately affected and the inactivity gap has continued to grow.

We have spent the last year transitioning from providing an emergency response to Covid, to focusing on recovery and reinvention. We have taken the opportunity to learn much more about young people from our communities. We have also consulted widely with partners and stakeholders about what our future role should be to help children and young people to move more and to provide positive experiences of being active.

We have restructured our workforce and developed a dedicated CYP team that is well-placed to tackle the key issues we face and to focus on what is important to our local communities. As we have worked through a year of transition, we have relished the increased flexibility of our funding, which has allowed us to trial new approaches as we move towards Sport England's Uniting the Movement strategy and continue our journey to becoming a learning organisation.



We have learnt a lot and are looking forward to the next 5 years, where we feel we can make a meaningful difference to the lives of local children and young people.

Positive experiences of being active for Children & Young People

One of our key aims is ensuring that more children and young people in the Tees Valley have positive experiences and memories of being active. This aim is set within the context of our local areas geography, it's challenges and the Covid19 pandemic.



Consultation

We consulted with a wide range of organisations and individuals who work with children and young people about what they wanted us to focus our efforts on: **55 organisations** plus the combined insight from the You've Got This Local Delivery pilot in the South Tees.

The Tees Valley has a relatively high proportion of localities within the most deprived **10%** nationally, as ranked by the 2019 Index of Multiple Deprivation:

- It ranks as the second most deprived LEP area in England with all five Tees Valley districts ranking in the most deprived **15%** of local authorities nationally.
- **121** (or **29%**) of Tees Valley's 417 LSOAs are in the **10%** most deprived nationally; almost three times the national rate.
- **25%** of children live in low-income families (2016).

The 4 focus areas identified were:

**Early
Years &
Families**

**Teens /
Teen
Girls**

**Mental
Health**

**Open /
Green
Spaces**

“As we transitioned from a project delivery role to a system leadership one, it gave us an opportunity to shift from nationally dictated work to focus on the Tees Valley and the issues that are important to local people.”

Paul Kreczak, Strategic Lead for Children & Young People's Wellbeing

Adult Wellbeing

The past year continued to be challenging with further lockdowns and the worry of the pandemic still affecting individuals and community groups alike. The importance of being active has never been so apparent, both as we see the impact on deconditioning for those unable to be active, to the social isolation faced by many who were unable to get to their regular activities to see friends and chat.



To help with the recovery, Tees Valley Sport have been focusing on engaging the health system across all levels, exploring how we can create new collaborations and processes that enable physical activity to become a valued and understood part of the care pathway, as well as supporting those living with long term health conditions.

One of the ways we have started to bring about this change was the introduction of a dedicated work stream looking at Adult Wellbeing. The work looks to create links between our Public Health and Adult Social Care partners across the region as well as forging stronger links with health care professionals.

During this time Tees Valley Sport has also committed to the Active Partnerships Live Longer Better communities of practice and learning, as we strive to find new ways of working. This also allows us to build on the great work already being done in the region such as projects with Versus Arthritis, work around coping with chronic pain and pre-operative physical activity interventions.

‘The importance of being active has never been so understood and we are passionate about working with all our partners across the system to help make being active, no matter what that active is for people, as easy as possible.’

Robin Bedford Strategic Lead for Adult Wellbeing

Another new addition in 2021/22 was the introduction of People and Places officers, these members of the team explore and develop our approach to 'placed-based' working, being embedded in localities at different geographic scales to test and learn community-orientated systemic change.

Although these roles are very new to the organisation the impact, they are having is already taking shape, connecting with new partners, building our knowledge, and understanding and giving us the resources to create whole system change.

Creating Active Schools Framework

We are excited to be a part of the national pilot '**Creating Active Schools**' based around a framework that uses whole systems change to put physical activity at the heart of a school's ethos. This way of working very much fits with our new strategy and is an area of work we are keen to develop.

We are currently working alongside our local delivery pilot, **You've Got This**, to develop this work and we have both been a part of the **community of learning networking group** to develop this pilot at a national level.

We have held a **workshop** to introduce the framework to some local schools and have held 2 further, initial **strategic meetings** with senior leaders to explain the framework in more detail and how it aligns to their school priorities.

We have whole school training sessions booked in for May and are excited to see how this piece of work develops over the next year. We are keen to use **storytelling** to capture each school's journey, to measure impact and use this to promote the project with other schools across Tees Valley.

'I am really excited about this piece of work. We are already on this journey and that's why I am excited to be part of a pilot that gives credibility through research'
Breckon Hill Primary

Opening School Facilities



'We believe that the informal structure did appeal to more children. They were very excited to do the activities as they were seen as being fun and they were keen to know what would be happening next. We also promoted the summer camp as a time to come and have fun and play rather than be sporty or active. In doing this we have attracted children who shy away from engaging in activity/sports'

We used underspend from DfE Opening School Facilities project to fund **7** primary school summer camps. They were based around the concept of informal play to target children who may be put off by structured sport sessions.

'When parents came to drop, their children off they said how excited their child was about coming and when the children were leaving, they told their parents how much fun they had'

'So much fun' 'Good laugh' 'Amazing to see my friends again, I missed them so much' 'The activities made me happy' 'Great activities' 'thankful to the teachers who put them on for us' 'being active'

'My son really enjoyed himself when he was there, he could see his friends and there were lots to do. Staff were very friendly.'



School Sport Premium Workshops

As part of the previous primary school sport premium officer role, schools found the **sport premium reporting and updates workshops** useful to share updates and discuss how to document and report their funding. We decided to continue to hold this **annual workshop** as the feedback from schools showed they found it useful and beneficial.

'Thanks for organising this, I found it really interesting and will be making a few changes to our Get Active Club resources as there is a session on healthy eating that probably needs updating considering what was discussed last night.' **Lisa – Sports Partnership**

We thought it was important to provide an opportunity for parents to find out more about this topic.

We hosted 2 live, online **Body Happy Kids parent workshops** on an evening. Positive **body image** and **creating a body happy home**. Attended by **20** parents.

'As a new PE lead there was a lot of useful information. PE is such a huge, and often confusing subject so having more information on Sports Premium funding was really helpful.'

From the children and young people **consultation** we held, **poor body image** came up as a barrier for participation in sport. Using this insight, we organised a **Body Happy Kids workshop** for school staff – attended by **25** staff

'It was great to hear from an expert in the field on a topic that is rarely spoken about yet affects so many of our young people. Lots to take away and share with colleagues' **Becky - Teacher**

Swim Pilot

Due to national curriculum levels in swimming declining and the negative impact covid has had on school swimming, we developed a **swim pilot** in partnership with Borocuda Swim School, Everyone Active and Tees Active.

'Lots of really positive feedback about the summer offer, I will certainly be wanting to do similar again next year.'

'I'm over the moon to get a free-swimming block for my children over the holidays. A reason to get up and out every day!' **Breckon Hill Primary**

150 children who had not met national curriculum expectations, were given the chance to attend top up swimming sessions during school holidays. Another **180** children are due to attend during Easter holidays.

It is the parent's responsibility to take children which removes the **barrier of time and staffing** that were the issue for schools to partake in top up swimming during school time.

We are hopeful that by parents attending the centres and see the facilities first-hand, this will lead to more families attending beyond the pilot.

'Top up swimming went great. We had 20 children sign up and 12 managed to gain their 25m. I'd recommend this to any school! We are hoping this initiative will be available in Easter too.'

Acklam Whin Primary

School Games

SGO CPD Package:

Working with the **SGOs** we identified areas of need and have developed a **CPD package**. The areas of need that were identified are below:

<p>Youth Voice (Gathering insight and using the information effectively) 15th Dec</p>	<p>Monitoring & Evaluation (are we making an impact & how do we know?) 20th Jan</p>	<p>Behaviour Change (Developing knowledge of the Behaviour Change Models and how to put these into practice) 9th Feb</p>	<p>Social Media (How to develop impactful campaigns and engage key audiences) 17th March</p>	<p>Funding Applications (Writing good quality funding applications) 7th April</p>
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Uptake has been poor as the SGOs time is in short supply. Alternative options to be devised for next year as the content delivered has been very well received. This CPD offer has the potential to be expanded to other partnerships to increase attendance and the sharing of **good practice** from experience.

Youth Voice:

TVS provided guidance to SGOs to enable them to run **funded focus groups** with **'non-sporty', inactive young people** in primary and secondary schools throughout the Tees Valley.

Gathering insight (Youth Voice) around young people's **knowledge** and **understanding** around sport, health and physical activity, current **participation**, and what **provisions** they would like to see in school and within the community.

Why is Physical Activity Important?

All students appeared to have a good grasp as to why physical activity is important. The main reasons identified were:

- To be healthy.
- To get stronger.
- Lose weight.

It was very interesting that students from each year group also identified that physical activity was important for your mental health and attainment at school.

'Makes me feel calm.' *'Makes my school work better.'*
'Makes me feel joyful.'

How would you feel if I said we were going to do some physical activity now? With no knowledge of what will be involved.

- 20%** students selected the nervous emoji
- 41%** students selected the happy emoji
- 27%** students selected the excited emoji
- 2%** students selected the bored emoji
- 10%** students selected the embarrassed emoji

Quotes from students:

- 'Sitting down is being lazy.'
- 'They are not running around so they aren't being physically active.'
- 'Walking is exercise.'
- 'Skateboarding doesn't look like exercise.'
- 'Dancing is exercise.'
- 'People are biking and getting stronger in their legs.'
- 'It's not physical activity cause they are not even moving.'

Barriers to physical activity:

- Influence (peers)
- Accessibility
- Particular sports (dislike)
- Opportunities (lack of)
- Lack of confidence
- Judgement
- Competitive people

'When playing football, in my experience, there is always a small group who will only pass to each. Then when their team loses they blame the rest of the team. This is why I hate football.'

Emotions/feelings about sport? (Secondary)

- Happy
- Upset
- Anxious
- Angry
- Sad
- Nervous
- Worried
- Proud
- Good
- Adrenaline pumping
- Feel sick

Girls Vs Boys

Very interesting to note a very common theme that ran through the focus groups regarding mixed (girls & boys) sports.

'Games in school can be a bit sexist. Playing football and the boys are getting slide tackled and they get back up and nothing is mentioned. Then a girl gets slide tackled and everyone asks if she is ok.'

'Every Friday it is girl's day on the MUGA, no boys allowed'

'Girls are no good at football'

There seemed to be a consensus amongst the girls around trying to play sports, especially football, that the boys would not let them get involved as they believed girls cannot play as good as them.

Koboca Virtual Competition:

Koboca virtual competition and surveying platform is to continue for a further year. This is going to be a great tool for schools to gather insight on their children's **physical activity levels** and overall **wellbeing**. TVS and the SGOs can support the schools to develop plans to address these needs.

We are working with **Koboca** to increase the uptake of the platform from schools to support our work but also **influence the decision makers** at school with good quality detailed **insight** from their children.

This has not been as successful as we had hoped, and we need to utilise this more. This could be a great surveying tool for gathering regular insight of school children not only for the AP and SGOs but most importantly the schools themselves. This direct level of information can help the schools make informed decisions and changes that the children want to see. There will be a greater push on this in September from the AP as we are keen to utilise youth voice more and encourage the schools to do the same.

'As an SGO without a partnership, funding is a significant barrier to preventing me from doing some of the events and projects which other areas can do much easier. I have really appreciated the financial support from Tees Valley Sport which will enable me to plan and deliver projects across Hartlepool that I wouldn't have otherwise been possible. In addition to this, I have really valued the time Nigel has spent to support me with my plan to establish a SSP in Hartlepool. Nigel has given up his time on numerous occasions to meet with me and reach out to colleagues to assist me when I have needed more guidance.'

Kate Robinson, Hartlepool SGO

We are working on developing opportunities for the **Alternative Provision schools** across Tees Valley.

These children are often either on exclusions or with learning difficulties (SEN). Many mainstream schools **refuse** to attend multi school events if these APs are involved due to the behavioural issues with the children. Therefore, an additional sporting or physical activity opportunity is needed so they can experience and learn from the values of the School Games.

We are **networking** with around **6** different PRUs/APs across Tees Valley to **co-design** an offer that will be appropriate for the children involved but also inspire them to harness the **values of the School Games** as well as an additional aim of trying to address anti-social behaviour and build respect with emergency services.

Early Years

As early years is a new work area for Tees Valley Sport, we have spent time building relationships and creating network opportunities with various partners who work within early years in each district such as practitioners, public health, councils, and family centres. This has involved gaining insight and knowledge as to what is currently happening and where we can look to support.

One of the strong themes that came out of the insight was the need for professional development for practitioners who work within early years. We have hosted 2 courses so far: **‘Developing Essential Physical Literacy in Early Years’** and **‘Early Years in Great Outdoors’** workshops.

Thank you so much for the training last week! Our staff found it informative and fed back to the team in good spirits so thank you.

Carly – Little Acorns

‘The Early Years Physical Activity CPD courses in conjunction with Tees Valley Sport that I have attended, have helped me as a practitioner to develop my understanding of the physical needs of children under the age of five. I have used the resources in my setting to further develop my own delivery and the provision that my school offers. The resources and knowledge have also been shared with my colleagues to further enhance their practice’

Chris Simpson, Yarm School



We have worked closely alongside partners from Darlington including public health, practitioners, early years advisors and the council as part of a healthy Early Years Team. This has involved the co-productions of a local strategy. We made a substantial contribution focussing on **physical development** and we supported the team to co-create an action plan in which TVS will support moving forward.

‘I have just watched your webinar; it was very interesting with many useful facts and activities. It was very easy to watch, we will be promoting it.’ **Joan Heasman, Childcare Development Officer**

‘I have done all of my staff appraisals and explained your role and shared the fab things you do, and they would all really like some training so we can support the children and their parents the best we possibly can.’ **Andrea Brennan, Darlington College**

From the insight we gathered, it was apparent that there was a gap in knowledge around physical development in early years for both practitioners and parents. From this, we shared **'let's get moving'** content from ages/stages booklets with early years network contacts, aimed at parents and practitioners around ideas to develop fundamental movement skills



Quotes from practitioners:

'Thank you, these are a great resource, and we will share them in the setting and with parents.'

'These have been sent out to our parents and we've had parents already comment on how helpful the resource has been.'

To support parents and practitioners with these resources, we've also linked up with Darlington College nursery who are providing short videos to accompany early years development booklet around fundamental movement skills

Exercise 3 – YouTube



'We are really happy to support and help in any way we can. I think it's so lovely. The children look so happy and proud' **Andrea Brennan, Darlington College Nursery**

'Wow, how amazing is this. Love the effects! Kids have done so well with the activities and will be great to share' **Kelly – Public Health**

After gathering insight, we were able to link up with South Tees public health team who invited us to collaborate on an e-learning platform for practitioners. We were asked to develop a module **'Physical Development in the Early Years'** to sit alongside their nutrition module which will be accessible for all early years practitioners in the area. This is still in the final stages of development and will go live **May 2022**.

Inclusion Network

We are working hard to develop a highly communicative **inclusion network** across Tees Valley. This network **links** community opportunities directly with schools so children have a **clear route** into additional physical activity in their local area and/or their chosen sports.

We are currently in the very early stages; however, progress has been good, and the feedback has been **exceptionally positive**. There is a clear need for this provision and further discussions to take place.

We continue to **map** provision in each of the Tees Valley's boroughs and **network with partners** to bring new people and organisations to the group. This is a long and detailed process, and every area is at different stages of their inclusion journey.

There is a **shared** need for **training and upskilling** of volunteers particularly around **behaviour management** and the more **inhibiting physical disabilities**. Regular meetings are programmed in where schools can connect with their local community organisations to discuss club/opportunity links and school support.

Inclusion Events

Tees Valley Sport have worked in partnership with **Panathlon** to offer inclusive events for children with **SEND** across Tees Valley whilst a new lead inclusion school was being appointed. There was a gap in provision, highlighted by school staff, for SEND children to participate in events which was only exasperated during covid.

During Covid, this offered a challenge due to restrictions, so we held 2 **virtual events** for children to compete in either at home or school.

In **May 2021**, we hosted a **virtual New Age Kurling** inclusion event via Zoom with **Panathlon**. We trialled this new way of virtually holding events as we hoped to bring children together, give them something enjoyable to look forward too, whilst having the opportunity to participate in an event. Over **430** children and **81** young leaders took part across **15**



'Firstly, can I just thank you for today, we have had an amazing day!! All the children thrived on the opportunity to do something different.' **Manor Academy**



The feedback from the events was very **positive** and the schools **appreciated** the opportunity to participate in a non-traditional activity.

'It was really well organised and thoroughly enjoyed by all of the children and even the staff got involved!'

Roseberry Park

'We had a super time completing the activities and the feedback from students and staff was that it was fantastic. We are all looking forward to the next event!'

Priory Woods

In **June 2021**, we held our first face to face inclusion event of the year at Tees Barrage **Air Trail** as part of the inclusion elements festival. Due to covid restrictions, numbers were limited to **120** children over **2** days.

'The children (and staff) absolutely loved it. It provided so much more than a physical activity as it made children develop their confidence, self-belief, communication skills, relationships as they were encouraging and supporting each other, fun and so much more.'

Kirkleatham Hall



In **October 2021**, we hosted a **bowling inclusion event** with Panathlon. Over **90** children took part across **8** schools.



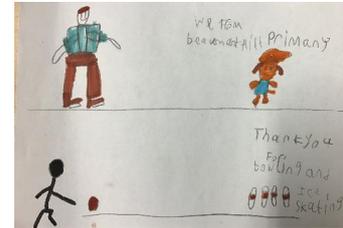
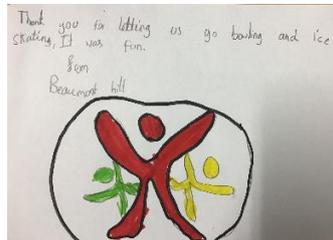
'The children have loved the opportunity to do something different and have thrived' **Red Hall**

'These inclusive events are fantastic at giving the children who wouldn't usually participate in competitions the chance to excel' **Rvdal Academy**

In **December 2021**, we held an **ice-skating inclusion** event at Billingham Forum. **417** children took part across **24** schools.



'Just wanted to say thank you for the brilliant event that we were lucky enough to have been able to have attended last week. The children had a wonderful time and haven't stopped talking about it.' **Beaumont Hill**



Inclusion Summer Camps (School Games)

To start our **Inclusion mapping** we decided to hold some Inclusive Summer Camps in partnership with **Panathlon** Challenge. Offering some out of school provision for inclusive activity in three of our districts, **Hartlepool**, **Darlington**, and **Redcar & Cleveland**.

Uptake was very poor with **4** out of the **6** sessions only having **2** attendees. The positive sessions in Redcar & Cleveland had **10** children attend which allowed us to gather much more insight from children and parents. The poor attendance at the other venues reinforced the need for inclusion work to be done in these areas.

Everyone Active offered to deliver sessions in Middlesbrough using the leisure centres. This was a **positive** response which we were happy to support. We linked Panathlon with Pauline at Everyone Active to deliver their own event after our activities. Pauline now sits on our Inclusion Network and helps develop community offers in Middlesbrough.

We had one **17-year-old boy** arrive at our **Redcar** event after a quick chat they had decided that the event wasn't for them due to the age of the other participants. However, we had a very **encouraging** conversation and found that Monty was interested in **sports leadership**. Followed up with Monty after the event and were able to link up Panathlon to support **training** and provide **opportunities** for him to work with other disabled young children.

'We have struggled for many years to find a 'fit' for Monty in terms of out of school activities, he has been at a special school for most of his secondary school life in Poole, Dorset, which limits socialising due to the geographic spread of the students. The school was fantastic, and his form tutor was the school's PE teacher and Monty was very inspired and did get a sports leadership qualification I think?!? (Not sure at what level, I will have to look into that). Monty has the desire to be very independent and even went to America with the Dreamflight charity trip in 2018. He was well regarded at school for his sporting abilities. I know Monty aspires to join the gym and attend frequently at Middlesbrough college when he starts this September. Now he is doing a bit of tennis, gym and using the pool at David Lloyd with us (his family). We moved to Yarm, Stockton on Tees at Christmas. Monty hasn't had the chance to meet anyone of his own age (due to covid) and not getting a year 11 place for the remainder of this 2021 academic year. He did however get some qualifications with a tutor we had who came to the home. He could do with an opportunity for socialising and meeting people. This opportunity with Tees Valley Sports seems to really tick that box.'

Lynsey, Monty's Mother

The **insight and learning** we took from the three summer camps helped us to shape the questions for the **inclusion consultations** and the **development** of the Inclusion Network.



← Tweet



Panathlon Challenge
@Panathlon

ICYM!! 🎧 'Panathlon People' podcast is back for 2021/22!

To kick off our second series, we spoke to Nigel Hornsby (aka @NH_hockeycoach) from @TeesValleySport!!

🎧 Listen here 🗣️👉 bit.ly/2XJZ8qE



12:49 pm · 7 Oct 2021 · Twitter for iPhone

Girls Leadership

Leadership training for **'Girls Can Coach'** was hosted at Teesside University for **55** secondary school girls from **10** different schools across Tees Valley.

A YST based programme was adapted to suit the combined project and our campaign **"I wouldn't dare!"**

"I wouldn't dare!" is an influencer-based project. We are hoping to harness the **positive influence** some girls have within the school environment to positively impact **inactive** girls.

Each group were tasked with developing a **project** to help girls within their schools to be become more **active**.

They were gifted a small budget of **£120** to try something different that will engage inactive girls who are not interested in traditional sport.

The girls on the leadership day were asked how they feel about sport within school. We asked the girls to put themselves in the shoes of those who are not sporty and think about how sport and physical activity makes them feel. **This is what they said:**

'Negative things that have been said previously, even if a joke, will play on a girls mind and may affect her involvement in PE or how she performs.'

'Pressure from teachers and others.'

'I don't like to use the school gym when the boys are in the gym suite.'

'Perception that girls aren't good.'

'The boys are too competitive and physical in mixed sessions.'

INSECURITY COMPARISON TO
NOT GOOD ENOUGH OTHERS
POINTLESS **FEAR OF**
EMBARRASSMENT **FAILURE**
SELF CONSCIOUS

Student Employability and University Networking

Much of our work is focussed on **student employability** and real-world experience.

We have worked closely with **Teesside University** to provide challenging opportunities with various organisations across Tees Valley.

TVS have provided **40hour work placement experience** for a second year Sport and Exercise Science student.

The feedback from the students and TVS has been very **positive**. The students have gained **valuable employability skills** and have been able to **network** with other potential employers through TVS links.

TVS have supported Sport and Exercise students to obtain work placements in a variety of settings including schools, clubs, and charity organisations

TVS have provided students with the **opportunity** to gain experience working with CYP at the **Schools Games**.

“Thank you so much for that, you have really inspired me with what you said and changed my thought process and what I want to do. I come from football and that’s all I’ve known, now I really want to work in the sector like you do and make a difference”

Quote from a mature student looking to change careers

We have provided opportunities for **staff** to develop links with the university and wider partners. This helps develop **research profiles** and **funding opportunities**.

We have worked closely with Teesside university to develop the **CYP strategy** and discuss research opportunities. They have supported us becoming a more **evidence-based** organisation. This relationship has been shared with students through **research-informed** teaching.

We have delivered a **Sports Science Lecture** on the PE & Sport course to 3rd year students. Making them aware of Tees Valley Sport and the work of the organisation and the Active Partnerships.

- **Active Schools Framework**
- **School Games**
- **Focus on the importance of “Physical Education” and not Sport**

Students were set a **practical delivery** scenario. How to engage inactive children? How to make sessions inclusive? With the added challenge of using non-traditional sporting activities.

“Nigel has delivered guest lectures to our sport and exercise students – this has helped our students develop their coaching skills and self-reflection awareness.”

Quotes from Dr Alison Innerd, Sport & Exercise Course Leader, Teesside University.

Students on the **Sports Media and Journalism** course have created campaign films for us and our partners focussing on

- Women & Girls exercising safely during the dark nights
- Introducing Ethnically Diverse Communities to activity in Middlesbrough
- Promoting the good work of Billingham Boxing club through TIF

“TVS has helped provide valuable opportunities for students to experience industry practice both of how to work practically with a client and how to engage with non-traditional sports events and programmes, diverse cultures and communities. Combined, this live project-based environment challenges the students by pushing them outside of their comfort zone, which often leads to student’s producing their best work.”

Rachel Dodd, Senior Lecturer, Digital Journalism.

Commonwealth Games

B2022 funding secured for the partnership. **£32,500** (£3k per SGO & £11.5k TVS) to help provide a **legacy** for the **Commonwealth Games**.

We will focus on developing **leadership** and using School Games values to develop and inspire young people as well as develop employability skills and awareness.

Introduction

What is the Change Leader programme?
 Sport Leadership with a difference. The Change Leader programme will use Sport and Physical Activity as a vehicle to develop those life and employability skills, setting each leader up for a better future in employment. The programme is designed to develop the communication skills, the employability skills and the leadership skills of the young people taking part.

What is a typical leadership journey like?
 You will receive two hours of free training led by the SGO or Senior Sport Partners. The Change Leader training will go through the skills passport and formal Sports Leaders training.

You will be deployed across the academic year in various sports contexts and competencies with local primary schools or within your own school.

After each deployment or volunteering opportunity you will be able to reflect on the skills and how you are progressing using the skills passport.

THERE ARE THREE TYPES OF PEOPLE: THOSE WHO MAKE IT HAPPEN, THOSE WHO WATCH IT HAPPEN AND THOSE WHO WONDER WHAT HAPPENS... WHICH ARE YOU?

Year 7-8-9 Secondary Leadership Academy
Year 10-11 Secondary Influencer
Year 12-13 Young Leader

Change Leader Leadership Passport

Empowering Young people to build a brighter future

Name:

School: Year:



We have designed and printed **leadership passports** which are currently in testing phase with **120** students.

We will gather feedback from these students on the **leadership pathway** and make any necessary changes for the full legacy delivery for September.

Each SGO area are approaching the delivery and celebration of leadership and the CWG slightly differently in their respective areas and we look forward to evaluating each event to gather insight and learning to develop the programmes' legacy.

'It has been great to work in partnership with TVS on the co-creation of the new Sport Leadership Passport.

The project links the School Games and the Birmingham Commonwealth Games legacy.

Nigel specifically has helped to drive the pilot project linking Sports Leadership to Employability skills, which will see an impact for many years to come.'

Claire Tennyson, RESSP

Amplify Tees Valley

Launched in August AmpLeaders, AmpChampions, AmpTalent.

www.amplifyteesvalley.co.uk

AmpLeaders will be used as a vehicle to develop **legacy** of the B2022 Commonwealth Games. Working with **SGOs** across the Tees Valley to train more **leaders** and **young coaches**.

AmpChampions (previously Future Champions and Young Champions) is proving successful in its new format with greater requirements from the **athletes** to attend sessions and developing **better, stronger relationships** with external club coaches. We have developed a **mobile APP** for athletes to use for bookings and we will be developing this and the website further as the programme grows.

AmpChampions funding is available to athletes on the programme, and we are reviewing our latest **applications** for both the S&C and the funding at the moment.

We inducted **16** new athletes to the programme with all but two selecting the **silver** level of support.

We have received **excellent feedback** so far and attendance at the S&C sessions has been very good.



‘Evie has been loving the sessions by the team and has looked strong and fit leading into all of her competitions which I can directly attribute to the work you and the guys have been doing with all of the athletes at AmpChampions.

You may have noticed the Evie is not the most talkative of people and she doesn't make friends easy (due to her shy nature), but she has made some great friends at the S&C sessions, it just goes to show that when like-minded people come together great things can happen!

I am so incredibly proud of Evie for all she has and yet to achieve, and grateful for the continued expert support and guidance from all at Tees valley sport and AmpChampions.’

‘Just to feedback that Sophie is really enjoying the S&C sessions at Teesside University. I would go as far to say that it is her favourite session of the week. I think it is great that she has made new friends there from different sports whom she otherwise would not have met.

The sessions and the free physio have really helped Sophie get running again after various issues with growing pains. Recently, she represented the North-east U13 girls at the Inter-counties Cross Country as well as Cleveland at the National Schools Cross Country Final. I genuinely feel that she might not have been able to do this without the support from Amp Champs.’

‘I think over the last 12 months the Amp champions (formally Future Champions) programme has been enhanced. Since the switch we have seen a much improved and more frequent attendance from the athletes who take part in the programme which is great to see as this was lacking previously. This improved attendance has allowed us to provide a more meaningful experience for the athletes and help develop their talent, hopefully this is shown in feedback from parents and athletes alike. The website has provided a great platform for bookings so it's easy for us to track who is and isn't attending. I think Nigel is a great link between TVS and the university and feel that the relationship is strong. I think the programme is running as smooth, if not more so than it has done previously and It's a really good platform for student placements to practice their coaching.’

Greg Aspin, Lead S&C Coach



Yes! Coach & CIMSPA



Off The Ground are in the process of submitting a **Together Fund** application to enhance the local work and expand their reach following the expected success of the **MIND** project.

We have delivered **4 CIMSPA** courses in the last year, one was tailored for Simon Carson's members of staff where we delivered a course specific for his full team to attend. The course has proved very **popular**, and we have received some great feedback from all who have attended. The next course is scheduled for **May 2022**.

We met with Richard Chater who endorsed the **CIMSPA** course for a further year. We got some really good feedback on the course and the content that is included. The school delivery was great, the schools who brought Yes! Coach in were all happy with the work that we provided.

'The work Mark and the team have delivered was of such a high standard, the children all loved the sessions and the staff really enjoyed learning from Mark and the coaches who came into our school.'

Dan Fletcher – St Patrick's Catholic Primary School

Yes! Coach delivered the **Middlesbrough MELA** and the **Middlesbrough HAF** programmes over the summer programme working in partnership with **Middlesbrough Council**.

The projects were very **successful**, and all partners involved were happy with the two programmes that were delivered.

We engaged overall over **100** children throughout both programmes.

'Thank you so much for all you have done for the children over the summer. I know my two boys would have spent all summer at home playing computers and watching TV so to get them out the house for four weeks has been absolutely amazing. Thank you.'

A quote from a parent of two children who attended the HAF programme

'The three weeks have been so much fun, it's been great. I've really enjoyed learning some new sports and games and I've met loads of new people.'

A quote from a child who attended the HAF programme

Talent Plan

The **Talent Plan** work has seen delivery begin within two of the localities we have focussed on. Discussions are in place for the third area and as soon as we find a deliverer to provide the support, we will have some work going in all three of the key target areas, which are:

- **South Billingham**
- **Redhall**
- **Loftus**

The work in **Red Hall** has seen the first half term block of activity. Working with a group of year 5 children and trying to get them on the first rung of the **talent pathway**. We have been developing their **fundamental movements** and skills such as how to perform a correct squat and a two footed jump as two examples.

Prior to the first week of activity starting **Ste Gordon**, who has delivered the activity, led a **staff meeting** to discuss the project. He spoke to the whole staff team around **Talent ID**, how to **develop** talent and how to **identify** a good mover. The school have asked if we would be able to visit once a term to discuss this in more detail. Would help the staff learn and they can better **support** the project having this knowledge and experience.

On the last session of the term some **feedback** was recorded. The responses were extremely **positive**. After discussions with some of the children on a 1-2-1 basis, some of the quotes were:

‘Really enjoyed the first six weeks, I’ve learnt so much.’

‘I didn’t really want to come, but I’m so pleased I did. I can’t wait for after the holidays to come back.’

The work in **South Billingham** has seen us support **3** talented boxers with some additional Strength and Conditioning support twice a week. The lads have seen a big **improvement** and have all spoken **highly** over the additional support they have received through the programme.

One of the boxers has recently won a **British title** and in June will be representing **England**. We plan on continuing to offer support to these boxers. Over the long term we want to figure out ways we can support the rest of their boxers. Help provide further opportunities to get enable access to further training.

‘The lads have been absolutely fantastic. It’s been great to see how quickly they have improved and have learnt from what they have been shown. I am really impressed with them all and I’m excited to see the improvements they will continue to make.’

Andy Burton – ABC Conditioning lead coach and owner

MIND Regional Hub

CDS, RISE & TVS are developing numerous **campaigns** to support **Mental Wellbeing** in the region. We will **co-design** the campaigns and will target specific regional needs and tie in with the **MIND** national priorities from **March 2022**.

- **People living in poverty**
 - **Children 11+ at risk of trauma**
 - **Racialised Communities**
-

For a **localised** impact linking in with the **national priorities** and our target populations we have developed a **project** with a **local café** in Middlesbrough town centre. **Off The Ground Café** will deliver the project in **collaboration** with **Red Balloons** to tackle **loneliness, inactivity, and mental health**.

Free coffee vouchers will be distributed by street wardens and food banks across Middlesbrough Centre and its local catchment area to draw people into the café. Red Balloons will facilitate conversations and aim to start **walk and talks** to introduce physical activity.

Off The Ground have developed a **12-week** delivery programme. Includes a **wellbeing space** in the café where people can come and access **literature** on mental health, mindfulness, sleep, hygiene, and local volunteering opportunities., Local people will be able to get warm, have a nice cup of coffee for free and speak to staff and volunteers who are there to **socialise**.

'I cannot wait to get this project thriving to support those most in need in Middlesbrough. I have to thank Nigel and Louise for thinking of me and my café to host this great project, it is right up my street, and I will do everything I can to make it a success.'

Josh, Owner, Off The Ground

As a region we have **successfully** secured further **funding** from **MIND** to continue this work.

Off The Ground are in the process of submitting a **Together Fund** application to enhance the local work and expand their reach following the expected success of the MIND project.

Place Based Working

The new **people and place's role** has allowed for more focused work. Working in a local authority area that we have identified as high priority based on high levels of **deprivation** and **inactivity**.

The new approach of **place-based working** has provided new levels of **freedom, flexibility, and trust**. This has enabled exciting opportunities to explore and develop partnerships with **non-traditional sport** organisations to get physical activity on their agenda to supporting wider community outcomes. This new way of working has provided the initial steps to better understand how to use the complex **whole systems** approach to tackling the challenges these communities face.

GP Surgery

Establishing a **unique partnership** between a GP surgery, local community café and local authority physical activity team. They are jointly developing a **TIF** application to tackle obesity, **type 2 diabetes, hypertension, and mental wellbeing** of inactive people living in an area of high deprivation.

The nurse manager from the GP Surgery expressed

'The huge concern over the significant impact covid has had on health of our community & we are keen for the first time ever to look at providing our own physical activity programme to support the health and well-being of our patients.'

Non-traditional Sport Organisation – Muay Thai

A **Muay Thai** club realising the need to **redefine** their sessions to reach wider community groups and **developing** links for organisations supporting females of **domestic violence** as well as mental health organisations to get people more active.

There was initially a huge **lack of trust** from the club to access external support, however the club was keen that the **people & places officer** and **local authority officer** take part in a Muay Thai session to fully understand the benefits that it can bring at a low level. The club are now developing a **TIF** application to support their community development work.



Together Fund/TIF



Together Fund (formerly Tackling Inequalities fund)

Over 3 phases of the Together Fund, we have worked with partners to identify key organisations across the Tees Valley who are supporting the funds target audiences. **These organisations were not the usual suspects.** Many had little knowledge of sport or physical activity but they were all experts at engaging their communities.

This was a big change for us as an organisation. **We were keen to support the best ideas and not the best written applications** so we have invested our time in building a support network for these local organisations and helping them to develop their ideas, improve their governance (where necessary) and connecting them to deliverers and each other.



"We have worked hard to support organisations that are embedded in local communities and have the trust of local people. We are proud that 85% of organisations are new to Sport England but we now need to ensure that we continue to support them beyond the funding period."

Paul Kreczak, Strategic Lead for Children & Young People's Wellbeing



Infrastructure Partners

We have worked closely with local partners to promote the Together fund, identify the most appropriate local organisations to deliver and to coordinate the roll-out of the programme to ensure best use of the funding.

We brought together a sub-regional infrastructure group which was made up of Local Authority officers, our LDP (You've Got This), Voluntary Development Agencies, Community Foundations and national partners StreetGames and Sported. This group oversaw the project, provided guidance and challenge and ensured duplication with other funding was avoided.

We then developed Local Authority groups who provided support for the organisations in their areas.

Over 3 phases of the Together Fund, we have supported:

- 71 projects
- 66 organisations
- 85% of organisations were new to Sport England funding

Together Fund/TIF



Case study : Billingham Boxing Academy

Together Fund: Parkinson's Punchers

Billingham Boxing Academy identified a need to support people living with Parkinson's after discovering that activity levels had dramatically dropped due to Covid restrictions. In addition, many people living with Parkinson's had become more isolated through the pandemic and beyond. The club worked with Parkinson's UK and North Tees Hospital to provide a referral pathway for members and patients.

The sessions are boxing-inspired with a focus on balance, strengthening, agility and fun. The aim is to help participants with their co-ordination and movement, while providing an environment where they can socialise and chat about their shared experiences.

"We have used boxing to support participants to be more active but more importantly, we have created a community that supports each other"

Jayne Wallace, BBA



Jayne Wallace leads the sessions for the club and has been delighted with the positive difference it is making to people's lives. *"We have a gentleman who is at the early stages of Parkinson's and had recently had a stroke. He was struggling to walk and was using a walking stick and had also become quite isolated."*

After becoming a regular at the Parkinson's Punchers sessions, he now walks without his stick and travels by bus to the sessions. *"These sessions have given me my freedom back. They get me out of the house, get me moving and I can't wait to get to sessions to have a laugh with my friends"*

"It's been life changing" says Jayne. *"He has also joined the club's regular sessions along with two other Parkinson's Punchers members and all three have wasted little time in getting to know the younger boxers and have been entertaining them with their stories."*

Another group regular Brian Hutchinson thinks it is the sessions social aspect that make it so popular with participants. *"After we have completed our exercise, we pull the tables together and sit down for a cup of tea and have a chat together as a group."*

Brian uses Parkinson's and boxing as an inspiration for his creative passions and can often be found reciting his poetry to the group. *"The time spent at the end of the sessions is just as important as the exercise"* club coach Lisa worth says.

"The shared stories and experiences are so helpful and the chance to make new friends and be out and about in the community has been invaluable to the members."



"Win"

*With PD, just believe you can win
Ignore all the doubters and
negative spin
Be up for all fights, enjoy the
bragging rights
Prevail and be champion again*

Brian Hutchinson

BBA Head Coach Adrian Worth is rightly proud of the work they are doing in the community. *"Parkinson's Punchers has been such a huge success for us, and the participants play a key role at our club. The younger members love coming along and listening to the old stories, supporting the training and learning about the lives of the older members of their community."*

"We are so grateful for the funding from Sport England's Together Fund and the support of Tees Valley Sport which has enabled us to get this session off the ground. We are working hard to make sure we can sustain the session as it is having such a positive impact and more and more people want to get involved so there is definitely a need."

The skills required for boxing such as hand eye coordination, agility, footwork, balance, speed, explosive movements and focus are all known to be affected by Parkinson's.

"The club are having a positive impact on the physical health of people with long term health conditions, but importantly, they have really focused on the social aspect of the sessions" said Robin Bedford, the Strategic Lead for Adult Wellbeing at Tees Valley Sport.

"We know that this is one of the main reasons that people get involved in sport and is what keeps people coming back."



Fresh Start CIC. – Supported by TIF

With support from Sport England Tackling Inequalities Fund and Tees Valley Sport, Fresh Start were able to begin a programme of local walks and gym use to support their work.

‘Using the gym has had a great impact on both my mental health and physical well-being.

It tires me out and helps me to sleep better. It's also helping me to build my confidence which I have struggled with. I like seeing the physical rewards I get out of it. I would like to carry on being active and I now have joined up monthly.’ **MH – Client**



‘I am really overweight but with the encouragement from the other lads I don't feel daft going to the gym.

They help me to help myself I am even considering stopping smoking.’

DD – Client

‘I had a cancer scare the last few years and being active it has helped to keep me healthy. It lifts my mood and helps my mental health; I suffer from depression and anxiety and can feel low and angry. Exercise is the best form of medication and really helps me to channel my emotions.’

JD Client

Fresh Start work to ensure clients are given the support they need to achieve their goals and get their lives back on track. Fresh Start work with **homeless, displaced, and vulnerable** males in the **Stockton** area.

Partner Engagement Survey 2021/2022

‘Communications have always been good, the team are very knowledgeable re potential funding routes to enable club development, they provide assistance where needed re pursuing. They also keep organisations up to date re any upcoming courses which may be of interest or are needed by community clubs (e.g., First Aid).’

‘TVS is forward-thinking, collaborative, and always happy to chat and share learning and insight. They also take a whole systems approach to physical activity and continue to play an active role in our movement to get more people active.’

‘With regards to supporting sport and physical activity, TVS are the leading organisation for this within the area.’

‘They can offer support to different organisations. The staff are open to new ideas and can support people and organisations well.’

‘Staff are approachable and work well together, meetings are relaxed but productive.’

Safeguarding

Safeguarding continues to be at the centre of all our activity and we achieved the **‘Met’ rating** in our Safeguarding Annual Review, on **21 May 2021** with the **Child Protection in Sport Unit (CPSU)** which is the highest rating awarded.

We have run a programme of workshops over the last year for sports clubs and local community groups including bi-monthly **UK Coaching Safeguarding** and **Protecting Children**, two **Disclosure and Barring** workshops and two **Return to Play** Safeguarding Workshops in partnership with the CPSU.

Feedback from our participants have included the following comments;

- *‘Great tutor. Well presented. Would recommend.’*
- *‘Very informative, interactive session.’*
- *‘Helped me know when and what to do if an issue should arise.’*
- *‘Well-paced, informative and relevant.’*

We have supported clubs with **safeguarding awareness** raising during the pandemic and actively contributed to **‘Parents in Sport’** Week in October and **‘Adults in Sport’** Week in November.

We are keen to learn from **good practise** and our safeguarding lead attended the **‘From Compliance to Culture’** conference organised by the FA, CPSU and NSPCC in September 21.

Versus Arthritis Physical Activity Intervention



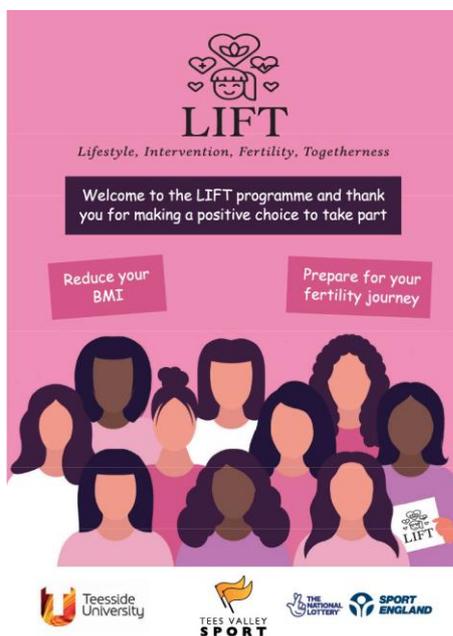
Middlesbrough is one of six pilot areas involved in a project lead by **Versus Arthritis** (one of the Richmond group of charities) to provide bespoke virtual and face to face **physical activity interventions** to address joint pain conditions.

Alongside colleagues from Versus Arthritis we engaged local partners **You’ve Got This** (our local delivery pilot), **South Tees Public Health**, **Teesside University**, **Middlesbrough Voluntary Development Agency**, **GP’s**, **physiotherapists**, **social prescribers**, and those living with **musculoskeletal conditions** to create a working group to design our intervention that sees us working with students from Teesside University.

We hope to offer **training** and **development** whilst providing a **community-based** intervention that will allow patients in the local area to utilise the facilities at the University, while giving the students hands on **practical experience** in working with people with musculoskeletal conditions. The project also offers additional education through **Behaviour Change** training and **motivational interviewing**.

This project is key to future **investment** in our **workforce** and enhancing **education** around living with Arthritis, raising the profile of physical activity and movement as a condition specific intervention.

LIFT – Fit for Baby Programme



LIFT is a project to develop and pilot a health and wellbeing lifestyle interventions for women with **infertility** and a **BMI** over **30**. We have been working closely with the **James Cook University Hospital** and a **PHD student** from Teesside University with the aim to **make physical activity and wellbeing part of the narrative of treatment for infertility issues within clinical and community settings**.

The team have completed a **systematic review** (looking at previous interventions and components used with a similar cohort); and have carried out **focus groups** with infertility clinic staff, women with infertility problems and workforce/partners to identify barriers and facilitators to a successful intervention.

We are looking forward to starting the delivery of this programme in **June** with a range of **physical activity partners**, plus **healthy cooking classes**.

A **Website** has already been developed containing mental health support, exercise videos, questions and answers, myth busting content, healthy cooking recipes. Participants will also be encouraged to access **peer support** through WhatsApp and Facebook groups.

“Red Balloons are really pleased in being involved in this Programme, particularly from the point of view of supporting people to start building up their physical fitness, but also being able to offer them support to reduce stress and anxiety.”

Leigh Trimble Red Balloons – Lead delivery partner

Insight and Impact

The importance of Insight and demonstrating impact

Most if not all **researchers** are motivated by the thought or hope that their research will make a real difference of some sort in the world, and this is fundamentally what is meant by saying your research has an **impact**. This is what TVS are hoping to achieve over the next 5+ years through our insight work. Our focus has changed over the last year on using our **knowledge, influence, co-operation, and relationships** to help address the **health inequalities** that are experienced by communities within the Tees Valley. We have started to **share** our learning in an **accessible and meaningful ways, communicating** our work effectively.

This has allowed us to build **engagement** with our partners. Using **empirical data** as evidence of our outcomes and benefits has helped start to build our **narrative**. Being able to tell a good story needs facts and impact, not just output. Over the last year data has started to play a more important role in making the most of our outcomes, whilst **storytelling** has played a vital supporting role. We have worked hard to make sure our narrative can be readily re-told, so that the story can be disseminated and gain **social influence**.

Insight is evolving.

In **2021** insight started to play a more vital role TVS and has been used to **expand** our **understanding** of the problems we face in helping those within the Tees Valley. We have moved to more **qualitative** research methods through the medium of **storytelling**. This has been about **handing control to the individual**, allowing them to **reflect** on their experiences in whatever medium they think is best. It is more of a **person-centred approach** that moves at the pace that is **comfortable** for the person telling the story. This work has allowed us to be able to start to capture the impact at ground level within our target communities.

However, moving forward we **acknowledge** we face a huge **challenge** in determining how best to demonstrate the real impact we are having on local communities and that will be a key area of work as we move forward into **2022**.

Building Relationships

We are in the **early stages** of building relationships with a few key **individuals** who work within insight in the Tees Valley. Working with these individuals will hopefully expand the **potential knowledge** and insight we will have to **utilise** moving forward as we create a **shared learning space**. Another important relationship we have made is with a local media company. We are working on a **campaign targeting inactive teenage girls** in the Tees Valley. We have asked them to help **design** a social media campaign that will hopefully **influence girls** to increase their activity levels. As stated earlier we are looking at different ways of working and instead of asking the media company to create the campaign alone (which is how they traditionally work) we asked them to work alongside us and teenage girls from local schools.

We are meeting with small groups of girls hoping to gather insight into their current understanding around PA and how best to **design the campaign** to have **maximum impact**. Working in a **co-production** manner is new to both ourselves and the media company. It has huge **potential** and the learning we are taking away from the process is **invaluable**.

Story-mapping

We have been working on “**Story-mapping**” in which we are **creating** a user friendly ‘**one-stop shop**’ for our partners and local people.

We will provide access to our story map through our **website** to enable our partners to access all the available insight they need to help drive their work forward, such as **demographics, activity levels, deprivation** etc from one **centralised** location.

It will also provide information that will help our **communities** easily locate **opportunities** to being active.

Recently we have demonstrated our mapping capability to local partners. We want them to understand what we have to offer as an Active Partnership and how we can help shape their work.

‘The Local Insight Tool will be an excellent complement to YGT’s more qualitative approaches to gathering insight, such as storytelling and sentiment analysis, providing a more rounded and holistic approach to gathering insight.

You’ve Got This’ approach is to use insight as the on-going basis for decision-making and, as such, the Tool, will add value to our work. It will also enable us to develop this insight-led culture in The Exchange, which is our wider partnership and commissioning mechanism, and more widely through our partnerships with local anchor organisations, including our two Local Authorities.’

Lauren Perkin, You’ve Got This. (Local Delivery Pilot)