

TO: HEALTH COMMITTEE

RE: SUPPORTING INFORMATION FOR THE LET'S GET MOVING PROGRESS REPORT

DATE: NOVEMBER 8 2018

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1. PURPOSE

The following is a report on the progress of the Cambridgeshire Let's Get Moving physical activity programme which describes its background, outputs and impact during its first year

2. BACKGROUND

The rates of physical inactivity in the Cambridgeshire districts is better than the national figure with the exception of Fenland where it is above the national figure. Also East Cambridgeshire has seen recently a slight increase in its rate of physical inactivity. Physical inactivity for adults is defined here as undertaking less than 30 minutes of physical activity per week.

In 2016 the Public Health Reference Group (PHRG) reviewed the need and evidence for promoting and establishing a healthy lifestyle and prioritized for action physical activity along with healthy weight and community engagement. (The PHRG provides whole system leadership and multi-agency co-ordination for public health initiatives in Cambridgeshire and has a wide membership that includes CCC, the district councils, Cambridgeshire and Peterborough CCG, the voluntary sector and academics from Cambridge and Anglia Ruskin Universities).

In response the Health Committee approved £513,000 to fund over two years the countywide physical activity programme, Let's Get Moving. The Lets Get Moving Programme proposal was developed as a collaborative initiative between the district councils, their partners and County Sports Partnership Living Sport, to provide a countywide physical activity programme that would increase levels of physical activity especially in areas of and groups with high needs. It has a key role in the delivery of the Cambridgeshire Healthy Weight Strategy with its central themes of collaboration across the system to support healthy behavioural change and communities taking responsibility for their health and wellbeing. These themes and objectives are reflected in the Lets Get Moving Programme which focuses upon increasing levels of physical activity through engaging local communities in the use of the district council facilities to a level that will enable them to become self-sustaining.

3. PROGRAMME DESCRIPTION

- 3.1 The Programme is delivered by the five Cambridgeshire district local authorities and the County Sports Partnership, Living Sport.

District Authority Responsibilities

- The district authorities employ co-ordinators to develop local initiatives and work collaboratively with other district coordinators and the county coordinator
- The district coordinators develop and support initiatives through working with local communities and programmes run by their local authority or partner organisations.

Living Sport Responsibilities

Living Sport has the county wide coordination responsibility for the programme which includes

- Monitoring and evaluation of the programme which includes collecting and collating data from each of the districts
- A central promotion/campaign and communication function.
- Supporting the development of district activities
- Training and development of district staff which includes supporting learning across the county.
- Identifying and securing additional funding for Lets Get Moving (LGM)

- 3.2 Its aim is to encourage and support an increase in the numbers of people in Cambridgeshire population who are physically active focusing upon areas and groups where there are higher needs.

LGM has the following three main activity themes.

- **Promoting-** Promoting physical activity and local opportunities to participate in sport and physical activity
- **Development** - Developing new opportunities in partnership with organisations and communities for people to participate in sport and physical activity
- **Engaging and Supporting** - Engaging and supporting individuals and communities to change their physical activity behaviour and to lead and sustain physical activity initiatives.

- 3.3 The information relates to the first year of the programme as the outputs from some interventions will not be available until year 2 of the programme. It should also be noted that formally the Programme commenced in April 2017. However not all the districts launched their programmes at this time due to delays in recruiting and finalising contracts. Therefore the data presented here underrepresents year 1 data from some districts that started LGM several months into the contractual year.

The information provided here aims to demonstrate that the three themes of the Programme have been delivered and evidence that indicates changes in physical activity

behaviour and increased community leadership for initiating, owning and sustaining community physical activities.

The data collected includes:

- Quantitative activity and output data at programme level
- Changes in behaviour at an individual level
- Community engagement is described through community ownership of activities, volunteering and partnership activities. (Appendix 1)
- Qualitative case study information (Appendix 2)
- Legacy for programme development
- Funding and return on investment

4. PROMOTING THE LETS GET MOVING MESSAGES

4.1 To promote the benefits of physical activity and opportunities available locally the 'Let's Get Moving' brand was developed. Campaigns have been run regularly both at a countywide and district level. These have reflected national campaigns when appropriate. In the first year there were three countywide campaigns which included the LGM launch campaign, National Walking Month and Sport Relief. There were ongoing local promotional events that provided opportunities for LGM to promote its brand and messages along with strengthening and embedding it into existing local activities and services.

4.2 Social marketing included e- marketing, a LGM website, facebook and twitter activities. The LGM Cambridgeshire website was designed in order to operate as a landing page for referrals / signposting, to direct individuals to further information of interest regarding activities and opportunities available locally and to enable individuals to sign up for support from a physical activity coordinator in their locality. In addition there is a section for news / articles which shares information about new activities, good news stories / case studies, and advice on being more active. The LGM Cambridgeshire Facebook page was created in order to communicate with local people and communities.

4.3 LGM Launch Campaign

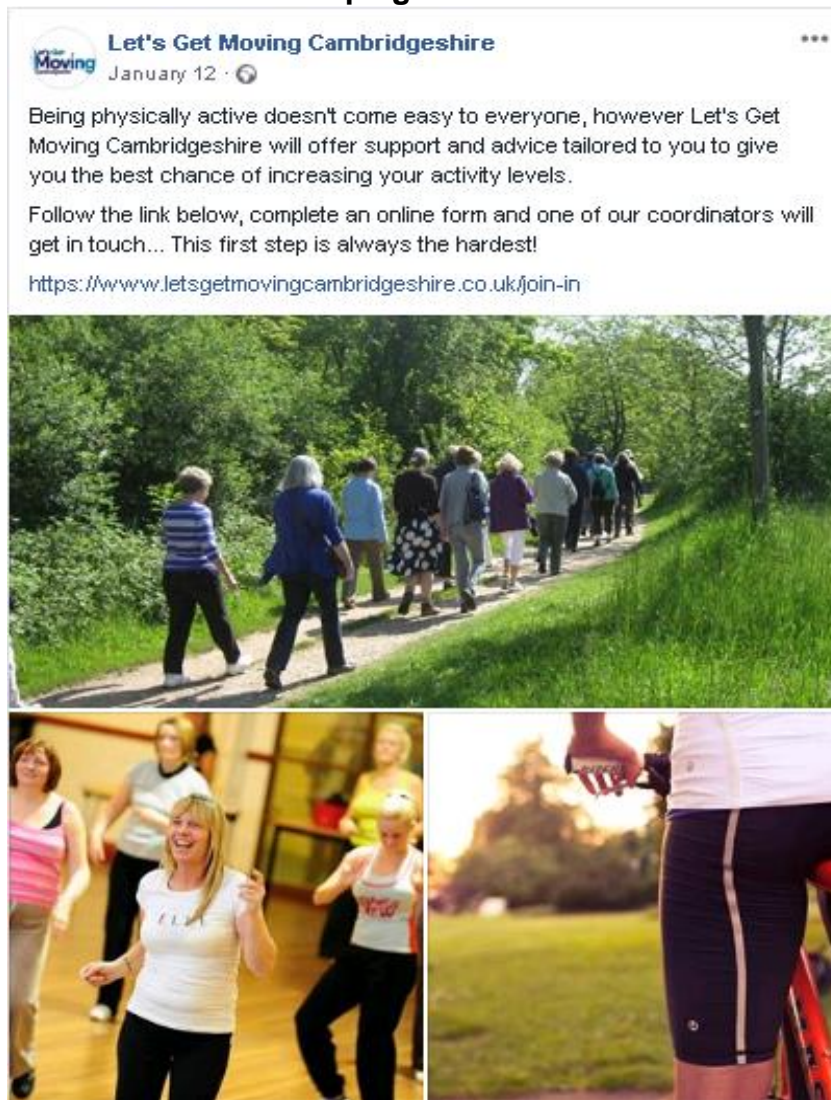
This was undertaken several months after the Programme started (January 2018) as the Partners started at different times reflecting recruitment challenges and agreement of contracts. The impact of the campaign was most tangible through the website and social media activity.

- The LGM website was started in October 2017 and has had since then an average of returning visitors of 66.4%. During the campaign this increased to 74.5%.
- There were 462 page views on the website during the campaign at an average of 33 per day, whereas in comparison to the lifetime of the website the average per day was 4.97 per day.
- The Let's Get Moving Cambridgeshire Facebook page had 106 followers and 101 likes at the end of the campaign compared to 72 followers and 68 likes before the campaign. The Facebook page now has 237 followers and 220 likes (October 2018). The impact of having a greater number of followers and page likes is that your posts are more likely to

be seen and shared, which effectively increases your chance of engagement in the posts.

- There were 17 posts during the campaign with varying levels of engagement. The most effective post was a call to action to sign up for support which reached over 12500 people, was shared 22 times and engaged four people in comments on the post.

The LGM Launch Campaign



4.4 Walk This May (2018)

This campaign resulted in a number of new walks being established where there had been gaps in provision. It also led to the establishment of some key partnerships including the Richmond Fellowship in Fenland and with the Integrated Lifestyle Service, Everyone Health. "Walking Sport" activities were also started from this campaign with a number of new walking football and walking netball activities established. Subsequently there has been a walking sports festival in Swavesey (in September 2018).

4.5 Sport Relief March 2018

This focused on the workforces in the different local authority workforces with the aim of raising the local profile of the locality coordinator roles. It did not focus therefore on the communities but on gaining support in the local authorities for the programme and for initiating new initiatives.

5. **GROWING, DEVELOPING AND SUSTAINING LGM: INTEGRATION WITH OTHER ORGANISATIONS AND INITIATIVES.**

- 5.1 Central to LGM is the need to provide added value through its integration with other related services and initiatives with the objectives of improving access, increasing awareness amongst organisations that they can play an important role in promoting physical activity through referring people to local opportunities and the sharing of resources to deliver activities.

Consequently LGM staff have worked with a wide range of partner agencies to engage their support for establishing activities, developing pathways and referral processes. This work includes improving the understanding and knowledge that GP practices and community pharmacies have of LGM and how it can help their patients. It has also been important to link the LGM brand with other established local physical activity brands so that there are consistent messages to communities. This collaborative working also avoids duplication and better use of resources.

The following gives some examples of how LGM has facilitated the development of a collaborative approach to developing and implementing physical activity opportunities across the county.

5.2 Countywide LGM

- The Living Sport LGM countywide function is to support local developments and disseminate good practice across the county.
- An example of this was the Cambridge United Community Trust –Man V Fat programme. LGM facilitated its development not just in Cambridge but across Cambridgeshire with locality level partnerships setting up walking football and disability sessions. This included LGM reimbursing the registration fee of any Cambridgeshire residents who took part in Man V Fat, completed pre and post programme questionnaires and attended 60% of the sessions. The walking football and disability football coaches were also paid by LGM to deliver sessions.
- Another example is the Cycling Programme currently being developed which will be one cycling countywide scheme, with one name, but might operate slightly differently in some areas based on local need and demographic variances.
- LGM has a close working relationship with the countywide Integrated Lifestyle Service provided by Everyone Health. This includes LGM collaborating with the Lifestyle Service to develop and deliver a range of activities.
- LGM has been central in the development of two of the new Parkruns (St Neots and Coldhams Common) through undertaking the public consultations, land permission

audits, recruitment of delivery teams and establishing facilitative partnerships (e.g. negotiating with One Leisure in St Neots to open the centre early on a Saturday morning for access to the changing rooms). In addition more generally LGM intelligence has enabled Living Sport's to focus its work with local parkrun ambassadors in areas of greater need.

5.3 Fenland LGM

- There are also examples where local partners have provided funding to develop activities. In Fenland LGM worked with Clarion Housing which led to it providing funding to develop physical activity opportunities in the localities where its housing is situated.
- LGM is working with the Richmond Fellowship on a countywide partnership which has already been initiated in Fenland that will target engaging those with mental health issues in walking and talking sessions.
- At the Oasis Community Centre in Wisbech LGM has introduced a number of activities. As a community centre a wide range of people access the centre, many of whom do not take part in physical activities. The relationships the staff at the Oasis Centre have established with local people means they are trusted and respected. When they offer advice and signpost to activities this is often well received and many people have been signposted to LGM by these types of partners. LGM has also delivered or paid for an activity in the Centre and identified community members to continue the sessions if they are successful. In return the Centre provides discounted use of the facility and will continue to support the activities over the longer term.
- The Rosmini Centre is another important community partner for engaging people from Eastern Europe. The Centre assists with translation and works with LGM to support the development of activities at the Centre.
- Active Fenland is the physical activity programme that was funded for three years by Sport England. It had a focus on 14+ year olds engaging in sport and physical activity. The Active Fenland name and brand was established and is now widely accepted in Fenland, therefore the approach taken was to use Active Fenland 'in partnership' with Let's Get Moving Cambridgeshire'. The joint working has enabled the Active Fenland programme to diversify its offer and target certain groups.

5.4 East Cambridgeshire LGM

- Littleport Leisure Centre has emerged as a particularly valuable partner in a priority area. It has an open and innovative approach that has enabled LGM to try new ideas to engage less active residents in physical activity.
- Millbrook House is a care home in Soham. The local LGM Coordinator leads a bi-weekly walk from the Care Home with residents taking a brisk and manageable walk around the town. It is open to the wider community and promoted as such through various local routes. It is part of a new community based model for delivering social care which is being piloted in St Ives and Soham.

5.5 Huntingdonshire LGM

- The local leisure service provider “One Leisure” has been proactive in enabling and sustaining activities.
- Papworth Hospital has provided LGM with the opportunity of promoting local physical activity opportunities including exercise referral with cardiac patients completing the cardiac rehabilitation programme.
- Local Back to Netball and Walking Netball activities linking with England Netball have been developed supported by Living Sport funding.

5.6 Cambridge City LGM

- LGM worked with a Physical Education teacher from the North Cambridge Academy who had identified a particular demographic (girls not engaging in PE) to develop an after school programme that would appeal to them.
- A partnership with the Cambridgeshire and Peterborough NHS Foundation Trust (CPFT) CAMEO is an early intervention service for people with mental ill health. It has developed a joint initiative for engaging patients in physical activity.
- Chesterton Sports Centre has been working with LGM to try new approaches to engage local people in physical activity using the facilities at the Centre. It is piloting a number of new activities that includes Swim and Tone (a woman only activity who experience anxiety, low self-confidence and body image concerns) and Try it for 10.

5.7 South Cambridgeshire LGM

- As described above LGM worked with Cambridge United Community Trust on its Man VS Fat initiative.
- The Forever Active Programme targets older people with appropriate physical activities and worked with LGM to develop a number of new activities for older people in locations with limited access to leisure facilities.
- The Granta GP Group has a social navigator to support the wide ranging needs of many of its patients. LGM is developing with the social navigator a package of physical activity opportunities as part of the social prescribing programme.

6. INCREASING THE NUMBER OF PEOPLE WHO ARE PHYSICALLY ACTIVE.

- 6.1 The previous sections have described the campaign activities and how LGM through working with partners and communities has increased the opportunities to access a wide range of physical. Appendix 1: provides descriptive examples of the range of activities that LGM has stimulated through working with organisations and communities.

However it is important that LGM is able to demonstrate that it has changed the lifestyle behaviours of individuals and increased the numbers of people who are physical active in Cambridgeshire.

- 6.2 Although LGM has stimulated the development of activities across five different localities a challenge for the evaluation is capturing the increase in the number of peoples accessing these activities, that there has been sustained behavioural changes and that there has been improvement in the areas highest need.

The more in depth data relating to behaviour changes has been collected from the structured programmes where people take part in a number of sessions. This has been challenging due to compliance issues amongst participants with regard to completing follow up questionnaires. The information below does not include the one off events that have been run by LGM in the localities.

- 6.3 Table 1 is summary of activity in Year 1 compiled from some of the Key Performance Indicators (KPIs) for LGM and based on data that is collected from each district.

Table 1: Summary of LGM activity in Year 1

LGM KPIs	County wide	Cambridge City	East Cambs	Fenland	Hunts.	South Cambs
Number of new programmes developed to date (end Q4)	60	16	14	12	11	7
Growth in number of new programmes (Q3 to Q4)	66%	100%	180%	71%	57%	40%
Number of community led programmes initiated (I)/supported (S) by LGM	I = 23 S = 60	I = 5 S = 4	I = 8 S = 7	I = 3 S = 37	I = 5 S = 7	I = 2 S = 5
% of programmes in 20% most deprived wards of each LA area	64%	44%	44%	88%	60%	86%
Number of new participants in all programmes (excl. events)	2272	528	153	816	484	291
% of programme completers in formal programmes	60%	69%	55%	No data	66%	48%

- 6.4 Table 2 indicates that there was considerable growth in the number of programmes in the first year of LGM, particularly during the last quarter of the year. Where it is indicated that a programme has been supported by LGM it means that LGM has enabled through different methods, for example some start-up funding, training, connecting stakeholders; a programme to be developed and sustained.

The 20% most deprived areas of each local authority have been targeted for the development of new activities. These are generally areas where levels of physical activity are lower and there are poorer health outcomes. Although other areas are not excluded when a specific need has been identified. The high numbers of new participants across all programmes shows that the programmes are being targeted in the right places and to the right people. In year 2 it will be interesting to see whether new participants join existing programmes of activity (highlighting the need for good signposting) or whether further new programmes are created based on need.

On average 60% of participants complete the formal more structured programmes. This compares well to for example Tier 2 weight management programmes, which offer a combination physical activity and healthy eating interventions, where a 30% retention rate is the average.

- 6.5 Table 3 indicates the baseline and follow-up data based on participants' completed questionnaires. However these reflect only a proportion of participants who complete the programmes as it has been difficult to secure compliance from participants and there limited staff capacity in some of activities to engage participants in completing the documentation.

Table 2: Physical Activity Behaviour Changes

LGM Participant Questionnaire	County-wide	Cambridge City	East Cambs.	Fenland	Hunts.	South Cambs.
% inactive on joining LGM	31%	19%	39%	34%	No data	38%
% undertaking limited physical activity on joining LGM	71%	65%	73%	72%	No data	79%
% reporting improvement in physical activity levels	46%	21%	20%	53%	No data	67%
% reporting an increase in level of wellbeing	60%	43%	83%	60%	No data	78%
% undertaking limited physical activity on joining LGM who are now achieving CMO guidelines	43%	43%	0%	52%	No data	17%

- 6.6 Data in the above table is based only on the questionnaires collected. Some districts have lower numbers of questionnaire respondents (East Cambridgeshire and South Cambridgeshire) which distorts percentage comparisons. The data shows that LGM is engaging with those who it is aiming to target i.e. those who are either inactive or not active enough to benefit their health. Approximately two thirds of new participants across all districts fall into this latter category.

Both physical and mental wellbeing levels were reported as improved following participation in LGM for approximately half of the participants who reported their outcomes. 46% reported that their physical well-being and 60% that their mental well-being had improved.

Nearly half (43%) of those who did not meet the desired physical activity levels when they joined LGM are now achieving the CMO guidelines. All data is based on follow-up at 3 months.

7. ADDRESSING HEALTH INEQUALITIES

- 7.1 A healthy lifestyle that includes regular physical activity is one of the key protective factors against ill health. A key objective of the LGM is to increase physical activity in areas and groups that experience health inequalities or poorer health outcomes.

Each district has targeted areas and groups with health inequalities to engage individuals and communities in physical activities. There is a strong association between health inequalities and deprivation but also amongst certain groups for example those with disabilities or carers. Again many people who are living with a long term health condition, in particular mental health benefit from becoming more active.

- 7.2 Each district used the Index of Multiple Deprivation (IMD) scored to identify wards or Middle Layer Super Output Areas (MSOA) that fall into most 20% deprived areas in their districts. Table 3 describes the proportion of activity programmes in each district that took place in the 20% most deprived areas.

Table 3: Proportion of LGM Programmes in the 20% Most Deprived Areas in each District

Let's Get Moving Districts	Cambridge City	East Cambs.	Fenland	Hunts.	South Cambs.
% of programmes in 20% most deprived wards of each district.	44%	44%	88%	60%	86%

- 7.3 In terms of targeting groups that experience poorer health outcomes and in many cases deprivation the following gives examples of programmes targeting these groups.

South Cambridgeshire

Sawston has the highest percentage of adults aged 65 to 74 years in South Cambridgeshire (37.2%). The New Age Kurling group was established in Sawston for a group of people (Owl Group) with learning disabilities.

Cambridge City

The Cambridge United Football Club Community Trust in partnership with LGM has set up a wheelchair football group.

The CAMEO service is provided by the Cambridgeshire and Peterborough Community Foundation Trust (CPFT) as an early intervention service support service for those living or at risk of developing a psychosis. A twelve week physical activity course (CAMEO), has been developed and all participants are reporting an increase in their activity levels

Cambridge City and Fenland

LGM has linked with Job Centre Plus in Cambridge City and Wisbech to include referral to physical activity programmes for those benefit recipients who have a disability or long term condition. LGM have also attended Department of Work and Pension events to promote opportunities for becoming more active.

Huntingdonshire

The Muslim Community Association in Huntingdon is based in one of the most deprived areas in Huntingdonshire. This is a new relationship that targeted activities during the Eid festival and is in the process of developing a new group

East Cambridgeshire

A high proportion of older people (average 60% to 70%) take part in different activities in East Cambridgeshire which includes walking netball and strength and balance
A walking group has been set up in Soham that leaves from the care home which also enables enabling older age residents to get out in the local community.

In Littleport the drive to increase physical activity has highlighted the deprivation and health inequalities in the area. Consequently there is a new initiative in Littleport that is developing Asset Based Community Development approach to community development with the aim of improving health outcomes.

Fenland

The focus in Fenland, in line with its level of deprivation, has in the main been upon the more deprived areas.

General Targeted Activities

Campaigns have been run specifically targeting women, girls and older age adults encouraging them to be more active. The walking groups have been effective at engaging inactive people and upskilling volunteers to lead activities. For example someone from the women's refuge in Cambridge City has been trained become a walk leader and she is setting up safe walks for her service users. Similarly representatives from the Black and Minority Ethnic (BME) communities have been trained to become walk leaders to set up walks for BME participants.

8. BUILDING COMMUNITY CAPACITY

- 8.1 Sustaining initiatives that increase physical activity levels can be supported through developing leaders from the community to take the activities forward and motivate existing and new participants. One of the key learning points identified by LGM leads in all the districts is that the most successful programmes were those where someone from the community assumed a leadership role or a community asset such as a facility was part of the initiative.
- 8.2 There are a number of examples of community ownership, volunteer upskilling and leadership throughout the programme. 'Let's Run Girls' and 'Run For Your Lives' are two of the running groups that have scaled up their offer significantly through training new leaders and establishing running communities with LGM support. The Papworth New Age Kurling

group is good example of a completely new activity although initially supported by LGM went on to be developed and owned by a village. The end of year 2 data will provide a clearer understanding of how many initiatives have been sustained.

9. COUNTYWIDE COORDINATION

Living Sport has provided the overall coordination of the Programme. The following are its key outputs.

- 9.1 The campaigns and promotional activity are described in section 3 which included the website, social media and campaigns. The annual budget allocated to this activity is £2,500 and all of this was spent in year 1.
- 9.2 The Countywide Co-ordinator also organised and provided training and development opportunities for the district coordinators and local projects. Only £3,000 out of the annual £5,000 allocation was spent due to the uneven commencement of LGM in different areas. This will be used for training and development in year 2.
- 9.3 The Countywide Coordination function also provided ongoing support to the district coordinators. They have received advice on projects and their development. Regular meetings are held with each district coordinator and they come together as a group facilitated by the district coordinator to discuss projects, share ideas and good practice. This also facilitates peer support which the district coordinators acknowledge as being facilitative and encouraging.
- 9.4 The role has been key in facilitating partnership working at a district and county level ensuring local collaboration across a wide range of organisations and stakeholders. This whole system approach to the physical activity pathway has led to the increased involvement of many organisations including primary care and lifestyle behaviour change services. It is proposed to further develop links with voluntary services and social prescribing models which could enhance its sustainability.
- 9.5 The Countywide Coordinator has ensured that data is collected from all of the different initiatives and collated to inform this report. This has included the development of the datasets and questionnaires.
- 9.6 In addition to this Living Sport has brought funding support to the programme, contributing in excess of £25,000 for the development of physical activity programmes in the first year and an additional £12,000 in external funding for year two programmes already.
- 9.7 Capacity and expertise support has been provided by the wider Living Sport team including Insight and evidence base for physical activity, disability networks, funding programmes and workforce development support.

10. VALUE FOR MONEY

- 10.1 Table 1 indicates the funding allocated to the two year programme. It should be noted that Living Sport has in addition to its contribution in the Table secured an additional £37,000 for local project developments over the two years. (See section 7)

Table: Annual Implementation costs for Cambridgeshire Let's Get Moving Programme

	Cost	Living Sport Contribution		Actual Funding required
		Cash	In-kind	
Programme Co-ordinator	£39,000*	£10,000		£29,000
Locality Co-ordinators x 5 @ £32.5K	£162,500**			£162,500
Training, Development and Mentoring	£5,000			£5,000
Operational Budget	£50,000			£50,000
Promotion and Marketing	£10,000		£2,500	£7,500
Evaluation	£10,000		£7,500	£2,500
Total	£276,500	£10,000	£10,000	£256,500

- 10.2 The LGM is a diverse programme which means that any evaluation is complex and for year 1 there is currently limited data. As a proxy for its financial impact two activities have been modelled using the Sport England Return on Investment (ROI) tool, to highlight the ROI for some of the activities that are replicated across the County. For example walking netball is currently being held in 4 of the 5 districts, for every £1 invested in walking netball it was estimated it would save the NHS £11.29 in cost avoided. Similarly Couch to 5k running groups take place in all 5 districts, for every £ invested in this activity it saves the NHS £5.15.

This analysis does have its limitation but it does indicate the potential for return on investment, although the cost benefits identified are only for the NHS. This analysis will be further developed at the end of year 2.

11. LGM LEARNING AND LEGACY

- 11.1 The programmes where there has been an increase in scale have been those with minimum ongoing costs and there is a simple flexible entry level and progression pathway. Consequently walking and running programmes, which may be community led, have expanded more than other initiatives which are more resource intensive. Currently LGM is developing a cycling scheme based on this model.
- 11.2 Walking sports such as walking football have been effective at engaging a wide demographic of inactive participants. The feasibility of widening this beyond football and netball to other activities is being explored.
- 11.3 Effective operational structures have been established that enable upwards, downwards and sideward reporting and activity, ensuring transparency and ongoing stakeholder engagement. It is important that all partners engaged with LGM are clear on their roles and responsibilities and have clarity on the objectives of the programme.

- 11.4 A whole system approach is needed to make a difference to individuals and communities and affect behaviour change. Understanding the many factors that impact upon a person's life and considering the best way to promote and engage people in physical activity is much more challenging than developing new activities and hoping people attend. The Let's Get Moving programme has identified this and developed strategies accordingly. The right partners are essential to ensure diversity in the programme and sustainability of physical activity opportunities. The central coordinating role played by Living Sport has been critical as it has enabled it to an overview of the opportunities across the whole system.
- 11.5 Participants need to be involved from the beginning for them to take a greater ownership of the activities. Becoming fitter or healthier is very often not the driver for people to take part in physical activity, it is more than often the by-product of people wanting to volunteer and lead their communities.
- 11.6 Feedback from a Coordinators Review provides evidence of support for ongoing promotion using the LGM brand as a means of engaging people. The opportunity to work with colleagues from across the county is valued as it provided good learning opportunities and the confidence to try new approaches. There is a strongly held common view that engaging people in physical activity is more than just improving their physical health but also there are social and mental health benefits and a reduction in social isolation. There is also an awareness of the challenge of achieving behaviour change, that it takes patience and time.

12 YEAR TWO PRIORITIES

The following priority actions for year 2 have been identified.

1. Continue to target areas with greatest health inequalities and where increases in physical activity can have the greatest health benefits.

See Appendix 3
2. Continue to develop the physical activity pathway that brings together individuals, communities and organisations to maximise physical activity behaviour change and access to opportunities for taking part in physical activity. This includes using opportunities for collaboration and integration with other work programmes associated with Living Sport including Active Families, Active New Communities and Daily Mile require development
3. Ensure that there is transformational leadership for the strategic development of the physical activity pathway engaging with key stakeholders including primary and secondary health care, statutory services, voluntary, community services (VCS) and third party organisations.
4. The countywide campaigns led by Living Sport will be delivered on a local level, tapping into national and local campaigns. The campaigns should along with working with organisations and communities promote the culture of making appropriate physical activity a normal part of everyone's life.
5. Ensure that communication enables shared learning across the districts and a collaborative approach to working.

6. Continue to monitor and evaluate the programme in order to evidence impact on identified outcomes. This will include further analysis of the cost benefits of LGM and benchmarking with other areas.
7. Make funding applications to secure additional funding for the programme.

13. CASE STUDIES

Case Study reports have been recorded from across the county that provide an insight into how the LGM Programme has impacted on their lives and changed the way they live. They incorporate the views and opinions of the participants and offer an insight into why the activities developed have worked. All of the districts are represented in the case studies provided and some of the activities reported in the case studies have been replicated/scaled-up in other districts. (See Appendix 2)

This programme has been effective at engaging with a range of priority demographic groups including older age adults at risk of trips or falls, disabled people suffering from social isolation, people suffering from mental illness and families living in areas of deprivation, to name a few. In engaging with these groups the case studies provide evidence that of improvements in physical activity levels, self-esteem, confidence and adherence to exercise, as well as self-reported physiological improvements including weight loss and cardiovascular fitness.

14. SUMMARY AND RECOMMENDATIONS

- 14.1 In its first year LGM has demonstrated that it has increased the number of physical activity opportunities and also attracted individuals to engage and take part in these initiatives. There is also evidence that this engagement has increased community involvement in the leadership and sustainability of these activities.
- 14.2 There is clear evidence that LGM has engaged and is working with wide range of partners that has enabled it to develop and support an increased number and range of programmes.
- 14.3 Its promotional activities have attracted attention and discussion but require further development at the local level and at a greater intensity.
- 14.4 The training and development allocation was underspent which may reflect the later start of some of LGM districts but this funding is designed to increase capacity in the county for the delivery of physical activity initiatives. It will be important to monitor how these activities have been implemented in year 2.
- 14.5 There has been considerable learning from year 1 which is important for strengthening and developing the programme. There has been an initial analysis of the cost benefits of different activities that is promising and would it would beneficial to expand and aggregate this analysis to provide a more robust evaluation of the economic benefits of the programme. However it should be noted that the time frames for the cost benefits are longer term.

- 14.6 The LGM programme is currently funded until March 2019, the recommendation is to extend its funding, based on the positive information in this report. In addition it would provide the opportunity to benefit from the learning, capture more data that would support the emerging more robust measures for the evaluation of the LGM's outputs.

References

Cambridgeshire Healthy Weight Strategy: [..\..\Health Improvement\Obesity\PHRG Obesity Strategy from 2016\DRAFT Healthy Weight Strategy 28 July 2016.docx](#)

UK Active Report Lets Get Moving: <http://www.ukactive.com/partnerships/working-with-ukactive/let-s-get-moving>

Department of Health Lets Get Moving: http://webarchive.nationalarchives.gov.uk/+/www.dh.gov.uk/en/Publichealth/Healthimprovement/PhysicalActivity/DH_099438

APPENDIX 1: Examples of Physical Activity Initiatives stimulated and supported by LGM

Activity	Description
Adults Badminton	Badminton sessions set up in leisure centres in Fenland to try to get adults accessing the centre and getting more active.
Back to netball	Sessions for women that want to get back into the sport but haven't played for a long time. Also suitable for new players that have never played.
BME Health Walks	The health walks are really successful and having targeted walks for a specific demographic group has also shown to be effective at engaging new participants. This session has been developed in Cambridge City with a number of new leaders trained locally to deliver the sessions for their community
Buggy bootcamp	Usually held in a park, this activity is for mothers who want to exercise with their babies who are in their buggies/prams. Higher intensity than buggy walks so can be a progression session.
Buggy walk	Brisk walk for mothers with their babies in buggies. The social element of these sessions is key as mothers can get active while having a chat with other mothers.
Glow	UV glow fitness sessions in Cambridge City using glow sticks. This activity is accessible to all and proved very popular. East Cambridgeshire also developed a glow sports activity with Ely College engaging 14+ year old girls in afterschool activity.
Kurling	Community sessions developed in South Cambs Predominantly engaging older age and disabled participants.
Ladies Badminton	Badminton sessions set up specifically for women in Fenland.
Let's Go Girls Festival	Events designed to engage women and girls in sport and physical activity. A number of free activities or classes for participants able to join afterwards if they are interested in continuing.
Man VS Fat	This is a weight management programme developed specifically for overweight men. Participants are given advice about eating healthily and are weighed weekly before taking part in football games. If they have lost weight they earn a goal for their football team.
One to One	This is one to one support provided by the locality coordinators to individuals. This includes meeting up for a coffee and talking about what they would be interested in doing, attending activities with them in order to support them where they are anxious and follow up calls to ask them how they are doing with their physical activity journey.
Park Tennis	Suitable for all. This has been delivered in a number of locations where there are tennis courts.
Pickleball	New sport developed in Cambridge. A resident approached the locality team asking for support to get this set up, which they agreed to do and support him to promote to new people.
RP Fitness	A gym based 10 week programme where participants could try

	different classes and activities that they have never done before with other similar people.
Running Groups	These include couch to 5k programmes which get the participants from not doing any running to being able to run 5 kilometres in 9 weeks. Some running groups are not necessarily to achieve a specific distance and are just beginners running groups. These are designed to be supportive to less active participants being slower and very social.
Shape	Activity programme for people living with psychosis in partnership with Cameo a service offered by CPFT.
Strength and Balance	These sessions are delivered for older age people who are at risk of or have had a trip or fall. These are run in partnership with Everyone Health, forever active and in some instances delivered by the locality teams. There are also Functional Fitness MOT's being carried out to identify people that could benefit from these sessions.
Swim & Tone	Women only swimming sessions delivered in Chesterton.
Swimming Teaching	Adults swimming teaching sessions.
Tai Chi	This beginners Tai Chi session developed in Ellesmere centre in Stetchworth is engaging older age women in a new activity
Try it for 10	Similar to RP Fitness, but participants received a session card with 10 credits that enabled them to attend any activity (including sports) in Littleport leisure centre. This was available to adults living in Littleport and surrounding area
Walking Football	Low intensity sport suitable for all as the rules make this inclusive. Mostly older age men took part in these activities which have been run in the majority of districts
Walking Netball	Low intensity sport suitable for all. There has been a good mix of young and older participants in these sessions, which are happening in all districts.
Wheelchair Football	Disability football session in partnership with CUFC.
Workplace walks	Walks developed within for authority staff, usually carried out during lunch time for the staff.

APPENDIX 2: CASE STUDIES

SOUTH CAMBRIDGESHIRE LGM

New Age Kurling (NAK) at Papworth Village Hall

This new inclusive activity has been developed in Papworth to support an older age local demographic with an activity that is on the doorstep and encourages social interaction. With 15 – 20 people regularly attending the weekly session it has become a key activity in the village.

Why does it work?

- GP surgery promote and signpost to this
- Social element of this activity – important to all but appears to be particularly important to those with a disability
- Wheelchair users like that it is inclusive and engage with able bodied people
- Rewarding to the leaders that they can help others

Case Study

“We are both reasonably active for our age, but we needed to very quickly integrate into the area, and joined the Kurling Group for that reason. We have since joined the Bowling Club, Over 60’s and W.I. There is a good mix of retired local people at the Kurling Sessions, with various levels of fitness and like us all benefit from ‘keeping on the move’. The more able bodied are able to help those who are not so fortunate and we have built up a friendly group with a good deal of team spirit.

When Ellen told us that she would have to be moving on – we were very keen that the group should continue. We felt it would be a pity for it close because everyone seemed to get such pleasure from meeting each week. We agreed to take on responsibility for the running of the Club, which involved dealing with bookings through the Parish Council, and dealing with the cash, and are sure that other members will help with the setting up and putting away the equipment, as well as taking turns in the making of the coffee. We are confident that the Club will continue to run as successfully as Ellen originally set it up”.



Joan and Eddie Tomkinson (aged 75 and 78) moved to Papworth in December 2017 from Scotland.

EAST CAMBRIDGESHIRE LGM

Walking Netball Littleport – Replication and scalability of walking netball has been very effective in the programme and this case study indicates the impact it has made on one particular lady participant.

As a part of the 'Let's Get Moving East Cambridgeshire' programme I set up a walking netball club at Littleport Leisure Centre. This was to target an area and a demographic that was shown to have lower levels of physical activity. The idea of walking netball is to reintroduce people to a sport that they may well have played long ago but with a gentler pace. It is suitable for all ages and abilities regardless of fitness level. The intention was also to ensure there was a social element.

Case Study Valerie's story:

At the age of 77 I thought my netball days were well in the past. I had not played since 1955. Although generally fit (I will not add 'for my age,' I am quite fit), I am unable to run properly or jump due to a 'dead leg' following a badly slipped disc in 1971 which results in my right leg having no lifting power, although it does fully support my weight.

I had heard of walking netball and was delighted when I heard it was starting in Littleport – I was there the first night! From the start, I felt this was something I could do on an equal footing (pun intended!) with everyone else. I can't run or jump – that's fine, it's not allowed anyway – so I was at an advantage, the others had to be reminded not to run!

I am the oldest person attending – the youngest is 15 – so age doesn't matter at all. No-one needs to feel 'different' or insignificant, we are all there to play the game, but it's not the only reason; the main thing is we have good healthy exercise, we interact with others and most important of all – WE HAVE FUN! Since starting, and in line with a diet, I have lost nearly two stone. I feel healthier, I have more energy and I am much suppler, meaning that everyday tasks such as going up stairs, or walking my dogs are so much easier.

Sophie has worked so hard with us, encouraging us from the literally two or three at first, building up to 17 last week – enough for two full teams and some subs! We now have a name 'Littleport Allsorts', team shirts, and are ready to take on other clubs!

So don't sit there thinking – 'well, I might like to but...' come along on Wednesday evening at 7pm and try, or just watch. You will be very welcome.



EAST CAMBRIDGESHIRE LGM

Let's run girls – Beginners running group (Ely)

Couch to 5k in Ely– Community leadership and ownership that included undertaking training and volunteering to motivate others.

Case Study

Jasmin had not been running in a long time when she come across an advert for a 'Couch to 5K' programme starting in Cambridge. The Let's Run Girls programme, developed through Let's Get Moving by the Cambridge City team, was such a good experience for Jasmin that upon completing the 9 weeks course she decided she wanted to be a run leader to support other people like her that wanted to get more active.

As she had recently moved to Ely from Cambridge the Let's Get Moving team in East Cambridgeshire supported her with run leaders training and helped set up and promote a Couch to 5k programme in Ely. This has gone from strength to strength with an additional three run leaders trained, a second and third cohort of beginners signing up for the course and the development of a regular 5k running group for beginners to access once they have completed their course.

The key ingredient for the success of this programme is good leadership. Identifying the right leaders who have the motivation and enthusiasm to inspire others is essential for the success of a community programme. Now there is collective leadership in the Ely beginners running group. The original run leader (Jasmine) is now acting as a mentor to other newly trained leaders and they have a Facebook group with an active community supporting new participants. This is being scaled up across East Cambridgeshire with groups being set up in Soham and Littleport.

CASE STUDY – CAMBRIDGE CITY LGM - SHAPE

The SHAPE programme is for people that have Psychosis and as a result of the medication they are prescribed, put on weight. It is a programme that has been developed in partnership with Cameo (Part of the Cambridgeshire and Peterborough Mental Health Trust).

Participants were specifically targeted because they have a high risk of developing a metabolic syndrome, owing to lifestyle and anti-psychotic medication. Although these participants are in the minority, they need a lot of support to lead healthier lifestyles. Co-morbidity for this particular cohort is 80% higher than in the average population and life expectancy significantly lower. Participants who have attended the full 12 week programme have increased their physical activity levels by an average of one hour per week, and all but one (who is returning to university) have signed up for the next 12 week block – SHAPE2.

Most activities take place in the drop-in clinic on Mill road, however some are external sessions if suitable to the group

The Case Study

Mr X is a 22 year old male who has attended 12 weeks on the SHAPE project.

At the beginning of the project Mr X was overweight due to medication and lack of motivation and fatigue. He was very quiet and his self-esteem was very low. He was also too unwell to continue at University.

Over his time on the project during a PING (table tennis) session he revealed that he had played table tennis semi-professionally, he was also an adept tennis player. Mr X was encouraged to lead on some of the racket sports sessions which he was really keen to do.

Thereafter he taught the group various table tennis and tennis skills. These new skills enabled other members of the group to enjoy these activities and these skills motivated other members of the group to take part in the racket sports activities.

Over the 12 weeks it was clear that his confidence increased and he became a very proactive member of the group to the point that when he was fully recovered he wanted to work as a peer support worker.

Since Mr X completed the SHAPE project he has been able to return to his University studies and he has lost much of the weight he had gained.

It is important that much of his recovery came from his medical treatment but the project enabled Mr X to start socialising more, take part in regular activities and increase his self-esteem.

FENLAND LGM

Waterlees Your Sport - Youth Session

Waterlees Your Sport – A housing estate in Wisbech with ongoing issues among young people of anti-social behaviour and segregation between nationalities leading to unrest in the local community. The outcomes of this programme and the knock on effect on the community have provided key learning for future programmes in the area.

Case Study; Aaron – The Coach

Aaron has been acting as the facilitator coach for the Waterlees Your Sport session. The sessions are weekly and follow a kick about style ethos where the participants choose the activities. Looking back to the start of the project Aaron recalls the first few sessions he was involved in:

“It was slow and hard at the start. Many children were reserved and not sure whether to join in, they often stood and watched. But we also had some trouble as some children stole all of our footballs and were very rude to us [coaches] and the other participants, they used a lot of bad language” He went on to talk about the barriers the local community faced: **“we had a lot of different nationalities turn up to play and there was a clear language barrier. They were almost segregated, staying in their own groups and not integrating into a mixed team.”**

Over the following next few months Aaron and the other coach worked hard to bring the different groups together, and gain confidence in those that were not sure, eventually seeing changes over time. By the end of the project Aaron describes the changes that have occurred since the start:

“Over time the ones that stood at the side had started joining in. We even had some that didn’t like football but still came and joined in weekly. We started being able to play one big match where all nationalities, ages and genders play without discrimination.”

Aaron continued to talk about the impact the sessions has had on the participants themselves, he said:

“I think they have matured. There seems to be a new respect for one another, the older participants are acting as positive role models to the younger participants. There is less aggression and anti-social behaviour towards one another and us as coaches.”

He continues:

“It provides the local youth with something to do and something to look forward to, it keeps them out of trouble and off the streets. They benefit from the weekly exercise, they are fitter and more active because of the sessions. They even continue to use the astro-turf outside of the sessions now. They’ve learnt to work as a team and communicate.”

In terms of the whole community Aaron commented on the impact to the wider community:

“A resident from the local community has spoken to us and said what we were doing for the youth was good. We’ve had a few dads come and watch too”

When asked how he felt being involved in the project and if he has learnt anything along way he said:

“It’s exciting. I’ve loved being involved. It is great to see how the different groups of nationalities has been brought together through a simple session structure and physical activity, it has been a million percent successful for the community. I have learnt mostly how to communicate with the youth, even those with little English.”

FENLAND LGM

Walking Football:

From a referees perspective.

Mark has been involved in the walking football ever since it started in Fenland. He couldn't wait to be involved in the sessions after being a keen footballer for years. But after those years he had not been very active, enjoying the odd bike ride and regular dog walk.

After being involved in walking football for over a year now he said **"I feel great now. I had a shock when I went for my annual check up at the GP's recently and was told I had dropped two and a half stone!"**



He continued to describe how he feels, **"I certainly have more energy than I used to have and feel a bit sharper mentally. I am fitter, busier and more motivated than I previously was."**

When describing what motivates him he said "it is the joy I get from playing, it is akin to the feeling I had when I first found out as a lad that I could play a bit."

Mark progressed his walking football and completed the WFA Referee's course in 2017. He is very proud to say **"I was the first person in the UK to be graded as a WFA Tournament Referee!"**

Since that course, when asked has been his highlights Mark said; **"I have been appointed as a league referee for the National Walking Football League (South) and has been asked by the England walking football manager to referee the England trials in February 2018."**

If that wasn't enough, Mark continued to mention **"I have been asked to TRA (who operate the national walking football leagues) to devise and present a course for training future referees which will see me travelling throughout the UK and then onto Europe."**

In Fenland, he runs and referees for the walking football competitive team in Wisbech called the Spitfires, which originated from the walking football sessions.

Mark explained what he enjoys about being a referee and how it makes him feel: **"I enjoy the ability to make the game fair and safe for participants. I particularly enjoy the banter on the pitch, everyone has a word of advice for the ref, and it certainly sharpens your wit."**

When asked if he had any advice for anyone else in regards to attending an activity he said: **"Don't hesitate, get involved. It can be a real life changer."**

FENLAND LGM

Wisbech Beginners Running Group provides opportunities for those new to running

Case Study

Ms X originally saw the Wisbech Beginners run group advertised on Facebook. She had already lost over a stone in weight by dieting and using Slimming World and decided this would be the next step. She attended her first session back in May and has been going ever since. She found the sessions really friendly and thought it was great that there were many different shapes and sizes.

Once she built her fitness and stamina up she started running with Three Counties Running Club at their Trackless session and then went on to join the club.

She has now lost a total of 3 stone and ran several races with Three Counties including park runs and a 5mile Spud Run with March Athletics. She managed to knock 5mins of her PB at a park run in Kings Lynn in just one month after her first one.

Ms V now runs 6 miles with the club on Wednesdays and Fridays and still attends Trackless on Mondays and Active Fenlands Tuesday Morning session. She has built her fitness level up from nothing and she is still losing weight and getting fitter every day.

She loves the sense of achievement you get from running and says it has helped with symptoms of her condition fibromyalgia. V said 'beginner sessions are great as it changes your mind set and you're never left alone'. She would recommend the Running Club to anyone.

Her targets this year are to complete a half marathon and get to her goal weight. Nothing seems to be slowing her down!



APPENDIX 3: Let's Get Moving Year 3: Target Areas of Activity

Countywide

- Consolidate newly established programmes in the 20% most deprived areas and aim to secure their sustainability. This will include working with the developing social prescribing agenda with GP practices in the more deprived areas. This will build on the model that has been developed with the Granta group of practices.
- Further developing links with workplaces and Job Centre Plus in the targeted areas to work with the unemployed but also those who are employed but have health conditions that could compromise their ongoing employment.
- Develop a countywide cycling scheme focusing on engaging the least active people and those not currently cycling whether due to low confidence, lack of skills, accessibility or motivation.

Cambridge City

- Cambridge City Council will focus work in deprived wards, including Abbey, Arbury, Kings Hedges and Trumpington.
- Extending work with mental health service users, to expand pilot schemes and strengthen the City Wide 'Invigorate' programme to specifically to engage Mental Health Users in physical activity sessions.
- Extension of the targeted work with women and girls to encourage and motivate inactive people to get active through the 'Return to' or 'innovative Beginners' sessions across the City, this will focus on working with the Women's Aid Programme and secondary schools girls.

South Cambridgeshire

- Build on the asset based community development approach; the aim will be to strengthen LGM's position within communities supporting them to take ownership of opportunities to be active. Target and support carers to be more active with a bespoke package of respite and physical activity opportunities.
- The growth areas in the district will provide both opportunity and challenges as there is a greater demand on our services and transport networks. The work that is developing around cycling, running and walking will focus upon these communities and future work with housing partners.

Fenland

- The Active Fenland brand has become well established as a community activity provider. Through this the district will continue to develop new opportunities for engagement which includes targeted approaches.
- A particular focus area is adults with mental health issues. A partnership project has been established with the Richmond Fellowship and Cambridgeshire and Peterborough NHS Foundation Trust to develop a mental health physical activity intervention.

Huntingdonshire

- The Huntingdonshire focus is engagement with people with long term health conditions and low levels of activity in the priority more deprived locations in the district.
- The aim is to develop two new interventions that engage people with heart disease and diabetes in physical activity, contributing to better management of their condition and positive social, emotional and mental health outcomes. Ramsey, St Neots and Huntingdon will be three of the key focus areas due to inequalities in socio-economic and health outcomes.

East Cambridgeshire

CONNECTIVITY: creating a coherent system.

- Develop Local Activity Partnerships – Littleport, Soham - Asset –based Community Development approach, to
 - Build community capital
 - Utilise existing trust networks
 - Generate locally informed and driven solutions and initiatives
- Stronger strategic linkages – partner engagement with health, education, voluntary sector providers
- Social prescription

EXCLUSION: programmes to mitigate barriers to participation

- By target group
 - Isolated groups, communities and individuals – including unemployed bereaved, and geographically disconnected
 - Non-participant young people
 - Older people
 - Women

BROADENING OPPORTUNITIES: broadening and tailoring provision to fit community needs

- Let's Get Moving Outdoors – walking, cycling, running, informal activities
- Let's Get Moving Outside The Box
 - Informal & non-standard activities including play-based, to complement structured provision
 - Check / challenge structured provision in sports clubs and centres to improve accessibility for new participants (price, culture, programme design)