

Introduction to You've Got This



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A National Perspective

- One of twelve Sport England place partnerships exploring innovative ways of enabling inactive people to become more active and increase population level of activity.
- The twelve place partnerships are all different, but share some common principles.
- Experimental approaches to achieving population level change and creating a movement for physically active communities.
- Strong focus on how we use and apply insight and learning.
- Learning from these place partnerships is central to Sport England's new 10 year strategy, "Uniting the Movement".
- Each partnership will run until March 2025, with plans in place for another phase.

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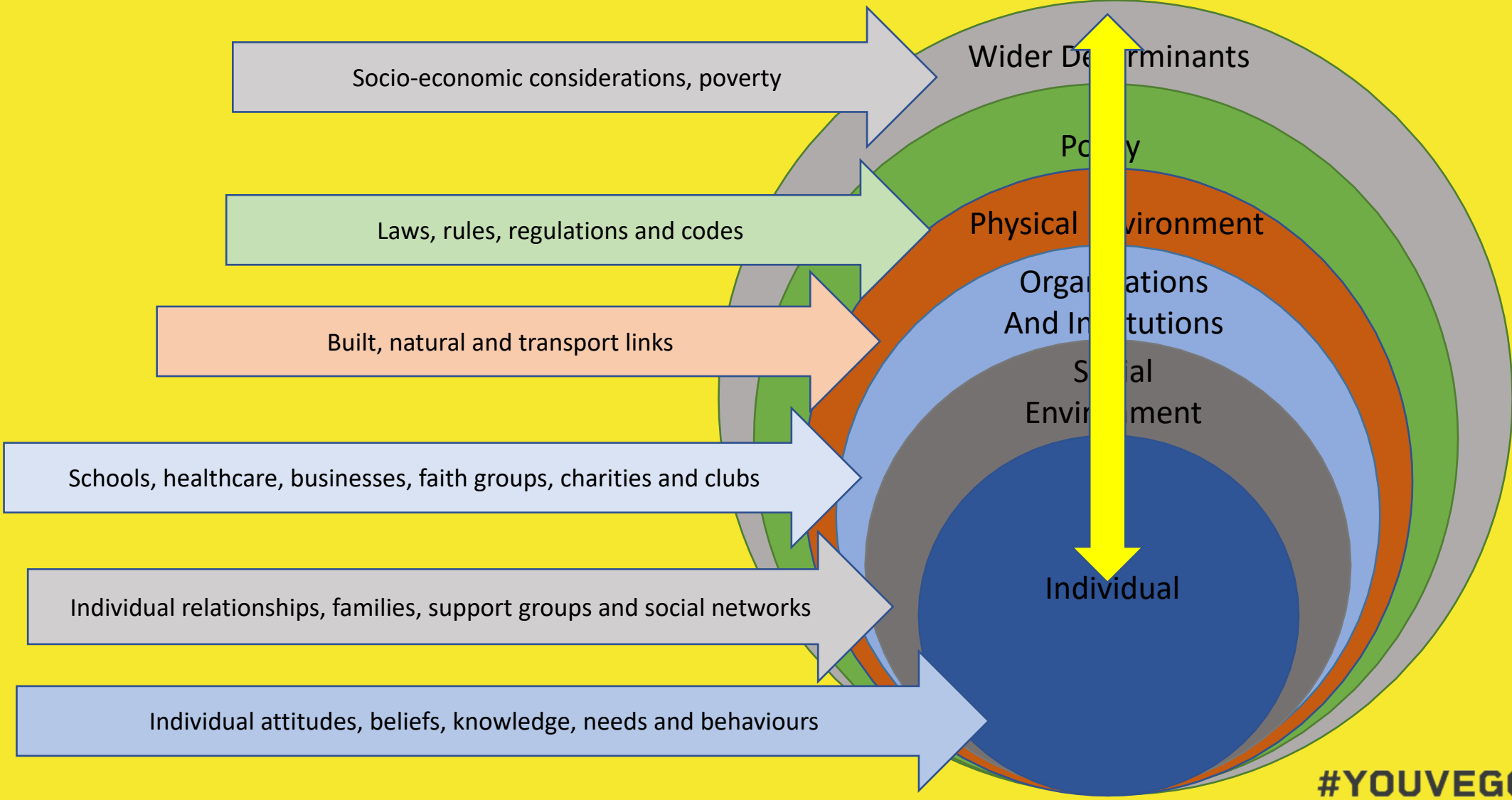
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**Our
Approach**

- **Our Vision – *Active Lives as a Way of Life***
- **A Whole System Approach to Tackling Inactivity** – tackling inactivity is much more than individual changes, it requires action to be built into all levels of the system.

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Population level change through “whole system” approaches



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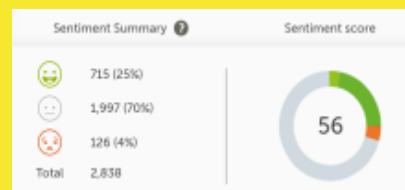
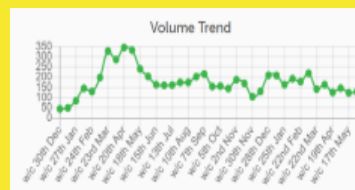
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- **A Foundation of Insight and Learning** – we are focusing on: gathering insight and learning; using insight and learning as a basis for iterative codesign; being honest about what does and doesn't work; and exploring the “how” and “why”, not just the “what”.

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Balancing Quantitative and Qualitative Approaches

Sentiment Analysis looks at both the words used on social media (mainly Twitter) and their context, developing understanding the meaning behind what people are saying.

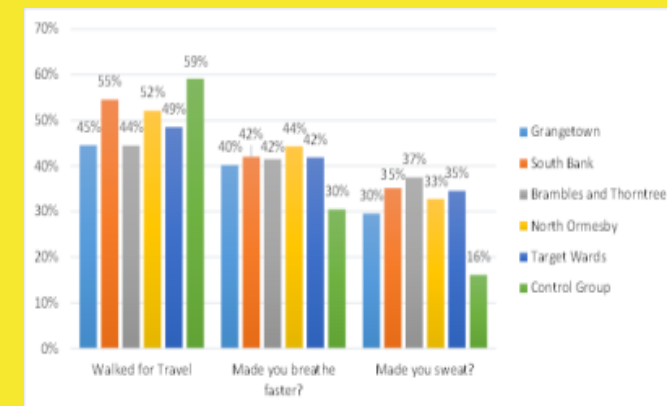
Storytelling is a qualitative method that tells the story of our communities and stakeholders and captures key insights and learning. Empowering and encourages self-reflection.



Barriers to cycling

- Bike theft
- Driver behaviour
- Infrastructure
- Access to bike repair services
- Perceptions of safety
- Self-confidence

Quantitative measurement through boosted sample of the Active Lives survey – we will be looking at the 2022 data today.



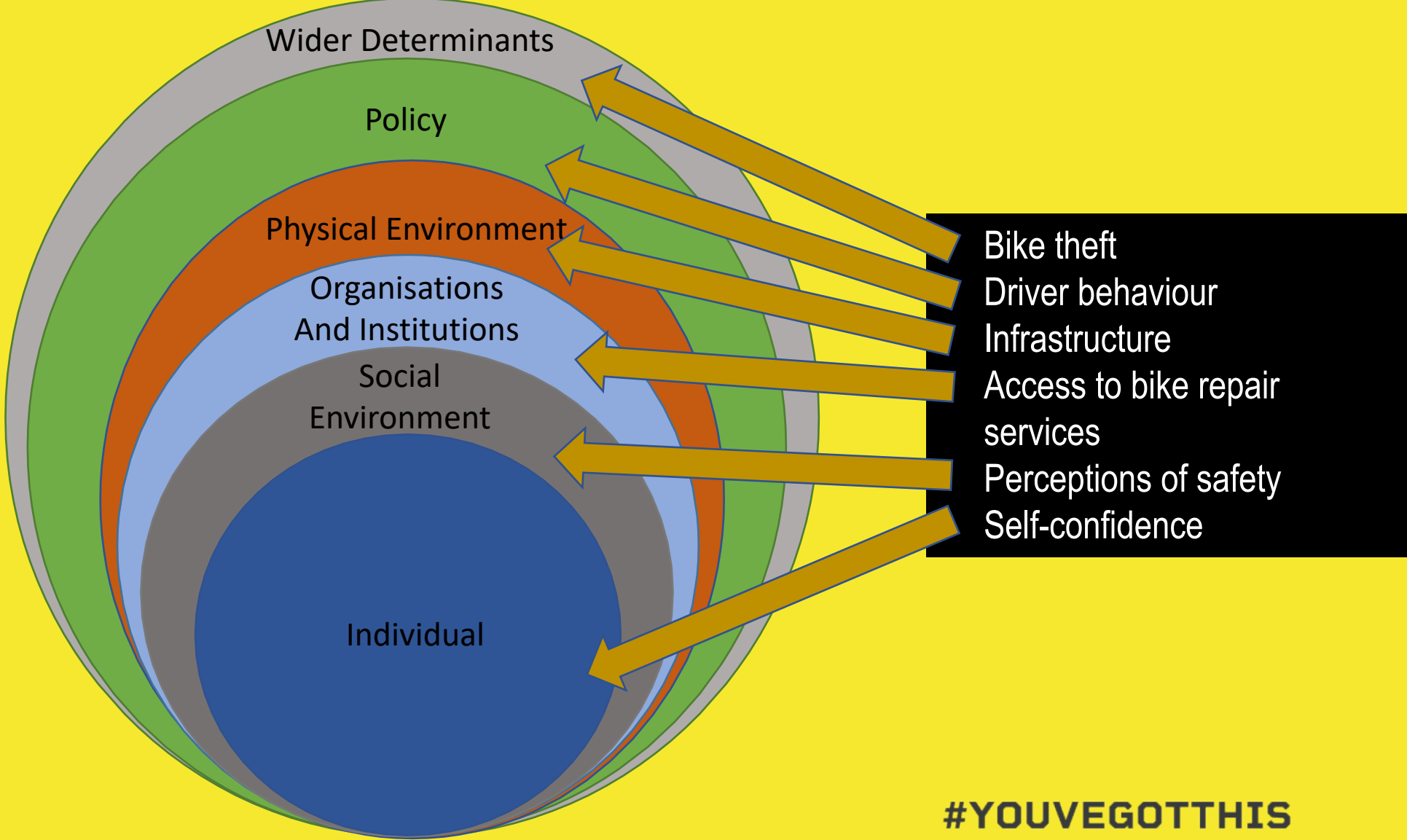
Because of lockdown I was nervous but it's made me feel better as I wasn't alone or scared and I could talk to people and have fun.

YOUNG PERSON IN OUTDOOR OFFER



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Relating Insight to the Whole System Approach



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- **Distributing Leadership** - recognising that to achieve our outcomes we require leadership and buy-in at all levels of the system. Equally about recognising that not one person or group of people has all of the answers.
- **Collaboration and Common Purpose** – we are working together to address inactivity using our existing relationships and by building new ones. Moving to collaboration and away from competition.

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**Distributed
Leadership
and
Collaboration**

Creating The Exchange – reimagining our wider partnership, based on building common purpose rather than accountability.

Adding Value to Current Work – gathering insight into current activity and working with partners to identify how YGT can add value.

Developing Skills, Knowledge and Capacity – particularly within our partners to develop new ways of working and embed learning.

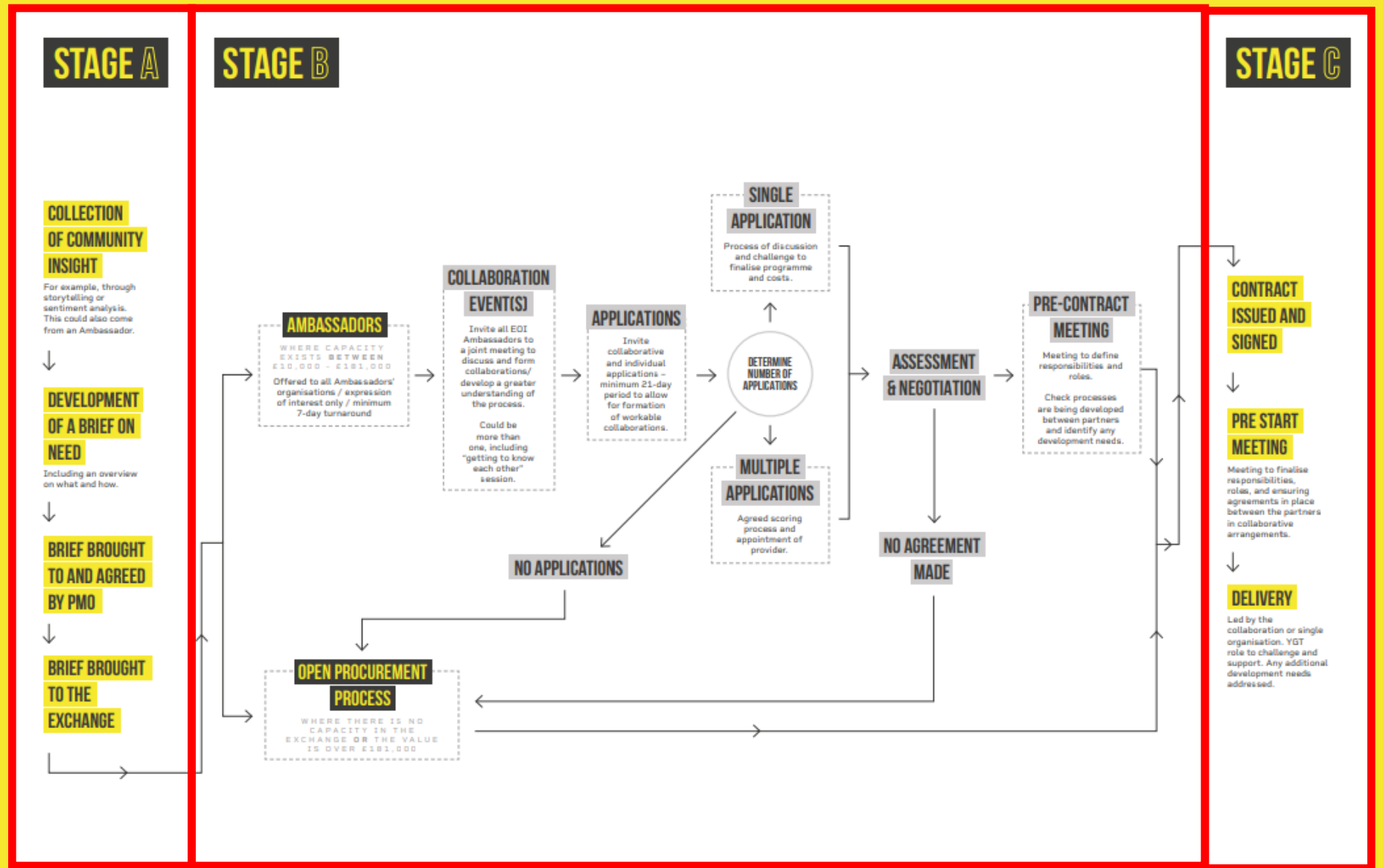
Creating a Coalition of the Willing – building strong partnerships with other initiatives and organisations with similar values such as Localmotion, Public Health, Tees Valley Sport, HDRC and Tees Valley Nature Partnership.

Community Wealth Building – investing resources in our partners and local organisations to deliver rather than building a big staff Team.

Collaborative Commissioning – encouraging Exchange members to work together to meet identified local needs rather than traditional competition.

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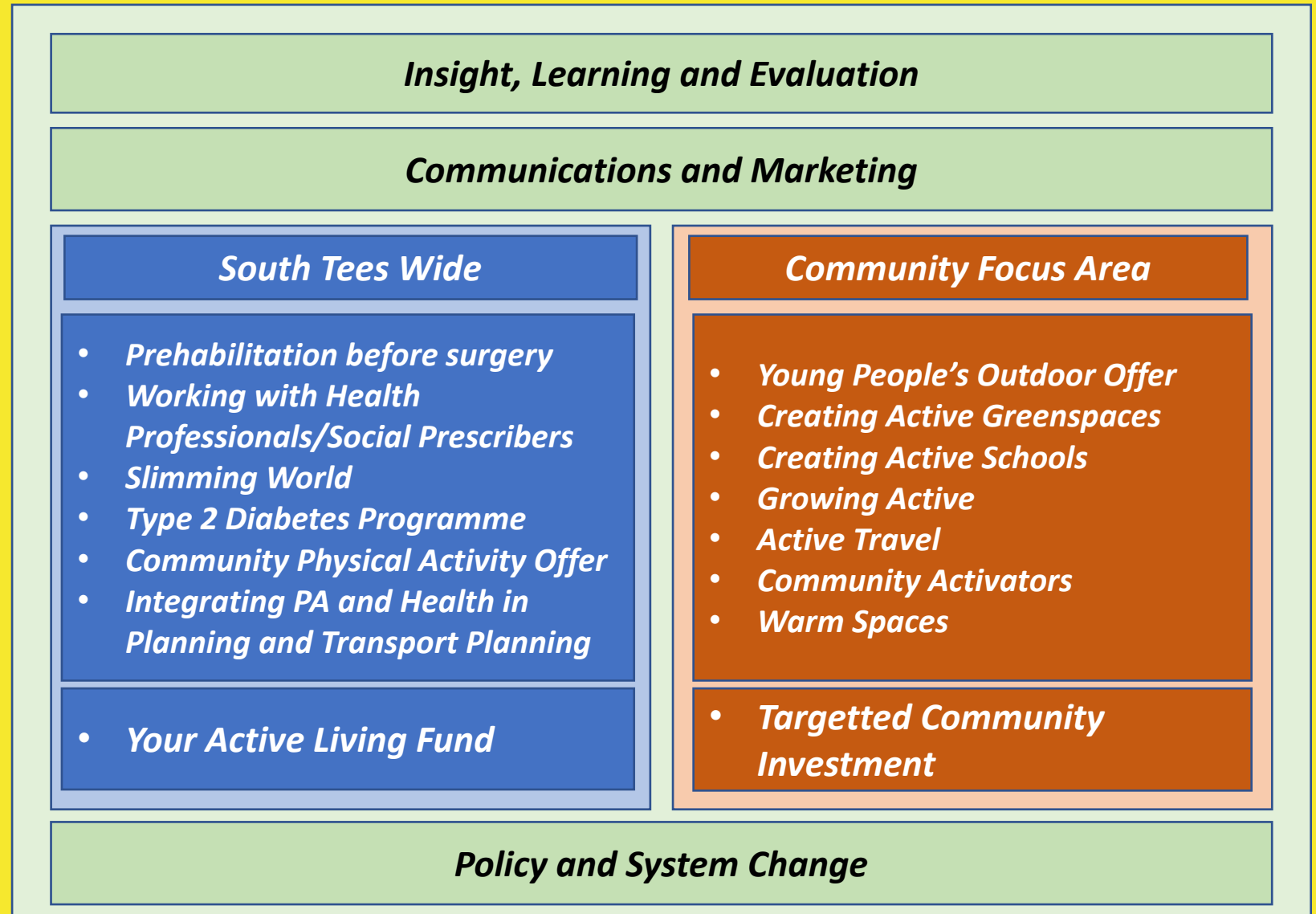
Collaborative Commissioning



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**Areas of
Activity**



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**A New
Approach**

- Creating a *value* of physical activity, both in individuals and at all levels of the system.
- Behaviour change needs to take place in organisations as well as individuals.
- Taking us out of our comfort zone – we need to be “confidently uncomfortable” to make progress.
- Changes may be more significant, but over a longer time scale – we need to hold our nerve.

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