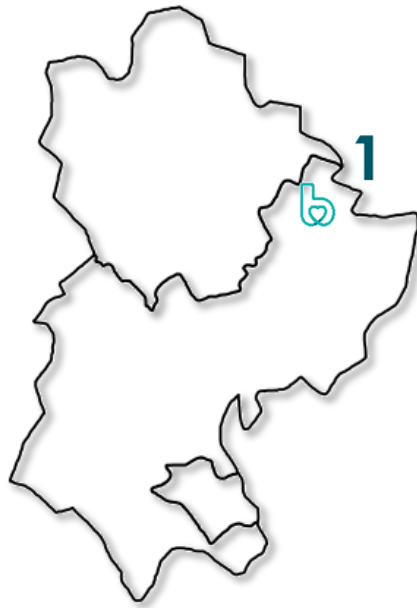


Be Active Local – Briefing

Purpose

Be Active Local is Bedfordshire’s collaborative place-based initiative to reducing inactivity. It aims to support targeted areas in highlighting their strengths whilst also responding to local need and identifying where support, intervention or extra capacity is needed to create a more joined-up approach to tackling inactivity.



1	Sandy
2	TBC
3	TBC

Process

Action plans have been established with each Local Authority to recognise key priorities in each area, this forms a considerable proportion of work and process to ensure both team BEDS&LUTON and the Local Authority are kept up to date with progress. Collaboration of resources and knowledge between both parties creates a more effective impact in AL areas and helps align priorities of sport and physical activity in tackling inequalities associated to physical and mental health.

Beyond the action plan, each pairing of Local Authorities and Be Active Local ambassadors create a group of key stakeholders which is brought together to understand the aim of the project and its approach. This provides a valuable buy in for the local residents and community groups to own their community that they live and/or work in. These groups have existed in various forms via in-person or virtual meetings and Facebook groups, ranging from residents and councillors to local organisations and sports club volunteers.

These groups provide a steer as to what is needed from direct contact and experience of the community to enable capacity building or joined up approach to building more active communities.

Progress

Since April 2021, team BEDS&LUTON has been understanding, discussing, and developing the model in partnership with local authorities. Understanding the key priorities for the local authorities and

then local areas we could work with have been key. After lots of planning and considering, we have chosen Sandy in Central Bedfordshire as our pilot Be Active Local area. In June 2022, we appointed our first Be Active Sandy Ambassador to support our work locally. They will be focusing on the following outcomes:

- Understanding and mapping community groups and key personal in the local area.
- Developing relationships across Sandy with key services and personnel in line with our 4 target audiences: LSEG, Disability, LTHC and Culturally Diverse Communities.
- Identify on key opportunities in the community to increase physical activity.

The Be Active Local Ambassadors will create connections with a variety of community organisations and resident groups to better understand concerns and strengths of community and physical activity.

Key Learning & Considerations

The potential for Be Active Local to be a key contributor to the wider work of the Partnership is considerable and hugely exciting. As we look ahead, there are some key considerations as to how we can build on the first year of Active Local:

- COVID-19 – the barriers for communities during the pandemic haven't fully recovered yet.
- Demonstrating the Impact – The impact of place-based work can be hard to quantify.
- Slow Pace – 'Progress goes at the speed of trust' is almost the motto for place-based or Asset Based Community Development approaches.
- Sustainability – One of the Partnerships' main aims for Active Local is to focus on long-term outcomes and to ensure something sustainable would be left when we leave.
- Differing Needs – Active Local cannot create a universal offer that appeals to all.

Together Fund, formally Tackling Inequalities Funding

Since May 2020, Sport England have in total allocated team BEDS&LUTON with over £150,000 to invest in communities effected by the pandemic through the Tackling Inequalities Fund. team BEDS&LUTON have distributed this across the county to support local organisations with the main aim of reducing the negative impact of COVID-19 on the widening inequalities in sport and physical activity. The main target audiences for this fund to reach were: LSEG (Lower Socio-Economic Groups), Culturally Diverse Communities, People with a disability and People with Long Term Health Conditions.

A further £120,000 has been successfully awarded to team BEDS&LUTON to extend the Together Fund application process until March 2023. A proportion of the funding will be ring fenced to be invested into the Be Active Local areas.

Contact

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