



# Active Withernsea

Active Humber/Active Withernsea Conference  
19<sup>th</sup> May 2023

# Active Withernsea – Where It Began

*Working together, to create a happier, healthier more active Withernsea*



## Why Withernsea?

- A traditional seaside town defined by being rural, coastal and isolated
- Poor infrastructure - in terms of roads (30 miles, 40 mins to Hull). Closure of the railway in 1964 has increased the town's isolation
- Deprivation – is in the top 4% and limits life choices
- Economy - defined by seasonal, low skill/low pay jobs, resulting in a loss of investment, confidence and drive
- Health & Lifestyle - high risk factors and poorer mental and physical health:
  - 1 in 5 adults are in poor health
  - 30% of adults and 23% of young people are obese
- Housing – Cheaper housing for low income households with large numbers of caravan park dwellers



## Transforming Withernsea

Changing the 'norm'

Creating a healthy generation

Re-engaging those who are inactive

Actively listening and understanding barriers to activity

Reaching out the isolated

Breaking down the barriers together / breaking cycle of negativity

Reducing silo working

Building positivity and trust

Acting together

Socially, mentally and physically active



# Principles Of Our Approach



Tuning In

Community Led

Increase Activity Participation

Improve Communication

Give Opportunity

Facilitate Only

Sustainable Outcomes

Spread The Learning

Hearing Every Voice

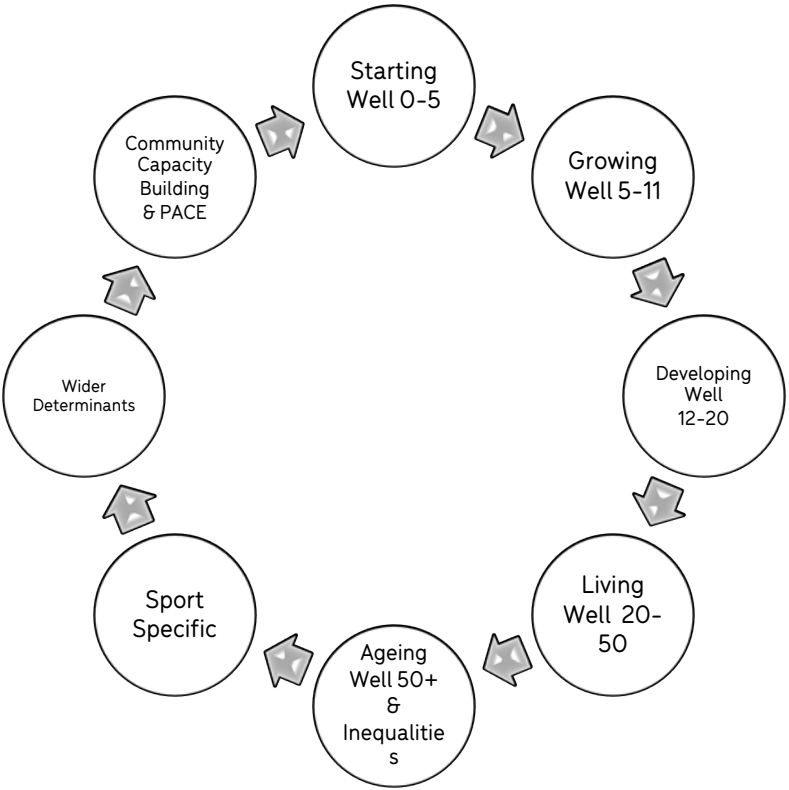
Time To Reflect

Practice What We Preach

Target The Hard To Reach

Value For Money

# Who Are We Targeting?



# MAKING A DIFFERENCE



## Evaluation/Learning Tools



Kumu



Participatory Theory of Change



Explanatory Frameworks/Accounts



Case Studies



Social Value Engine



System change conversations/Flash cards



Process chats



Survey around physical activity levels



# Examples Of Our Work

## 'Hybrid PE Teacher'

*Working together, achieving more*

Funded by :

Active Withernsea

Withernsea High School

School Sports Partnership

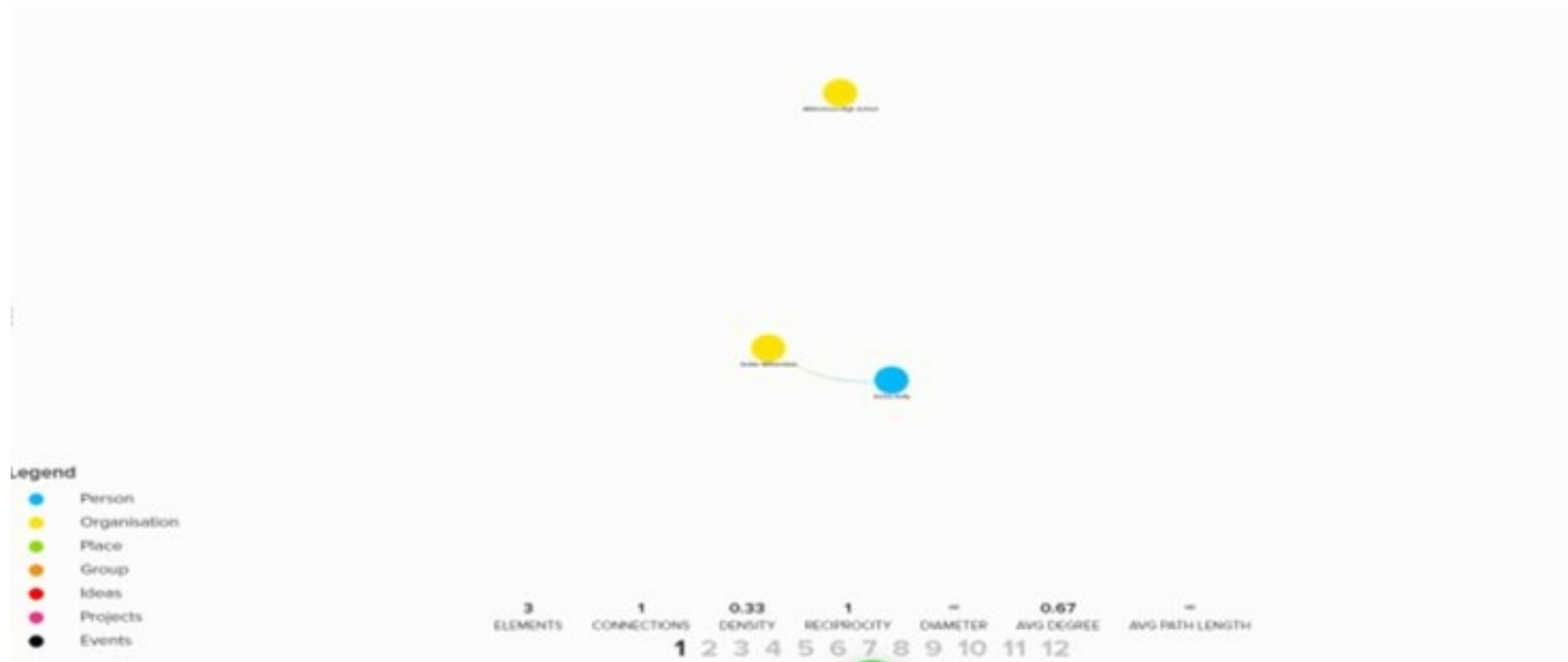
Launched in September 2022

Working across the high school and the local community

Reaching 752 Students at Withernsea High School plus 2184 Primary Students within the SSP Cluster



# How It Started

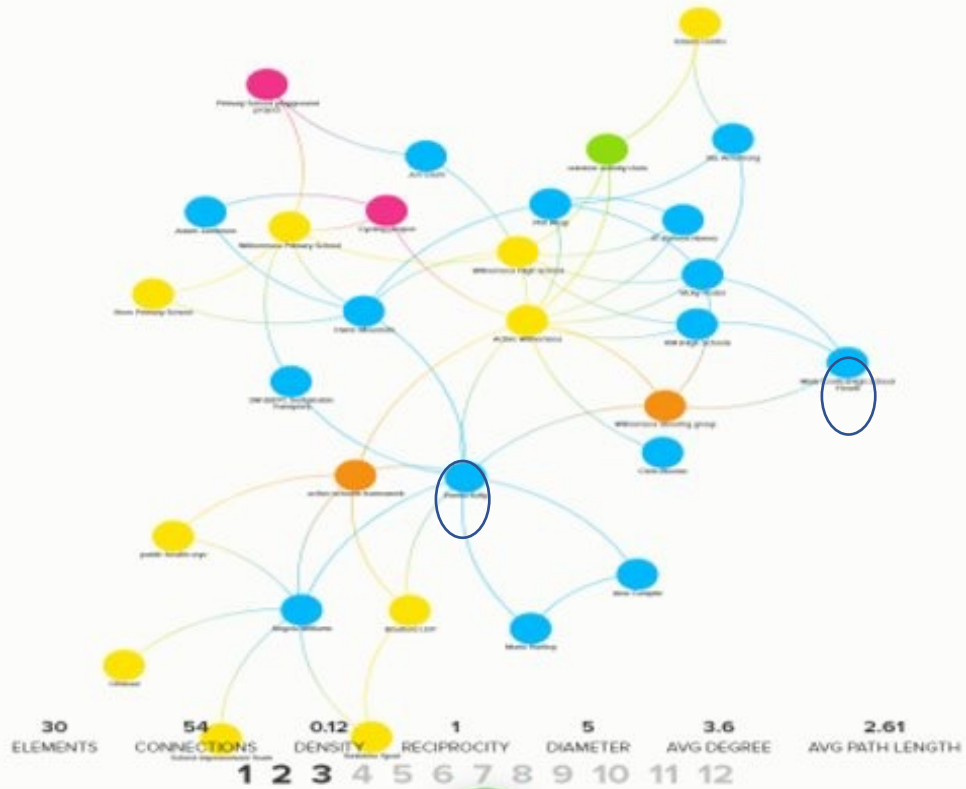


# What Led To Change

Search

## Legend

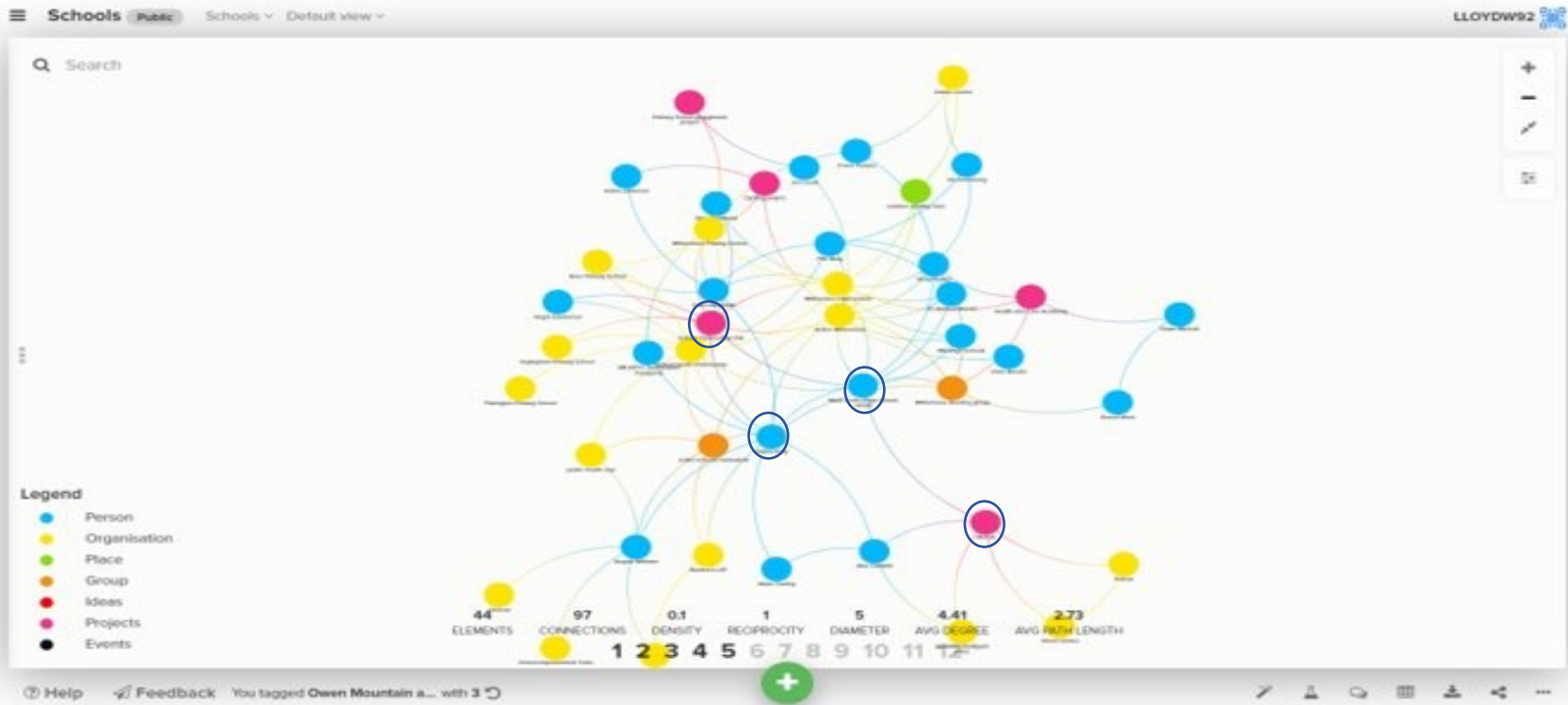
- Person
- Organisation
- Place
- Group
- Ideas
- Projects
- Events



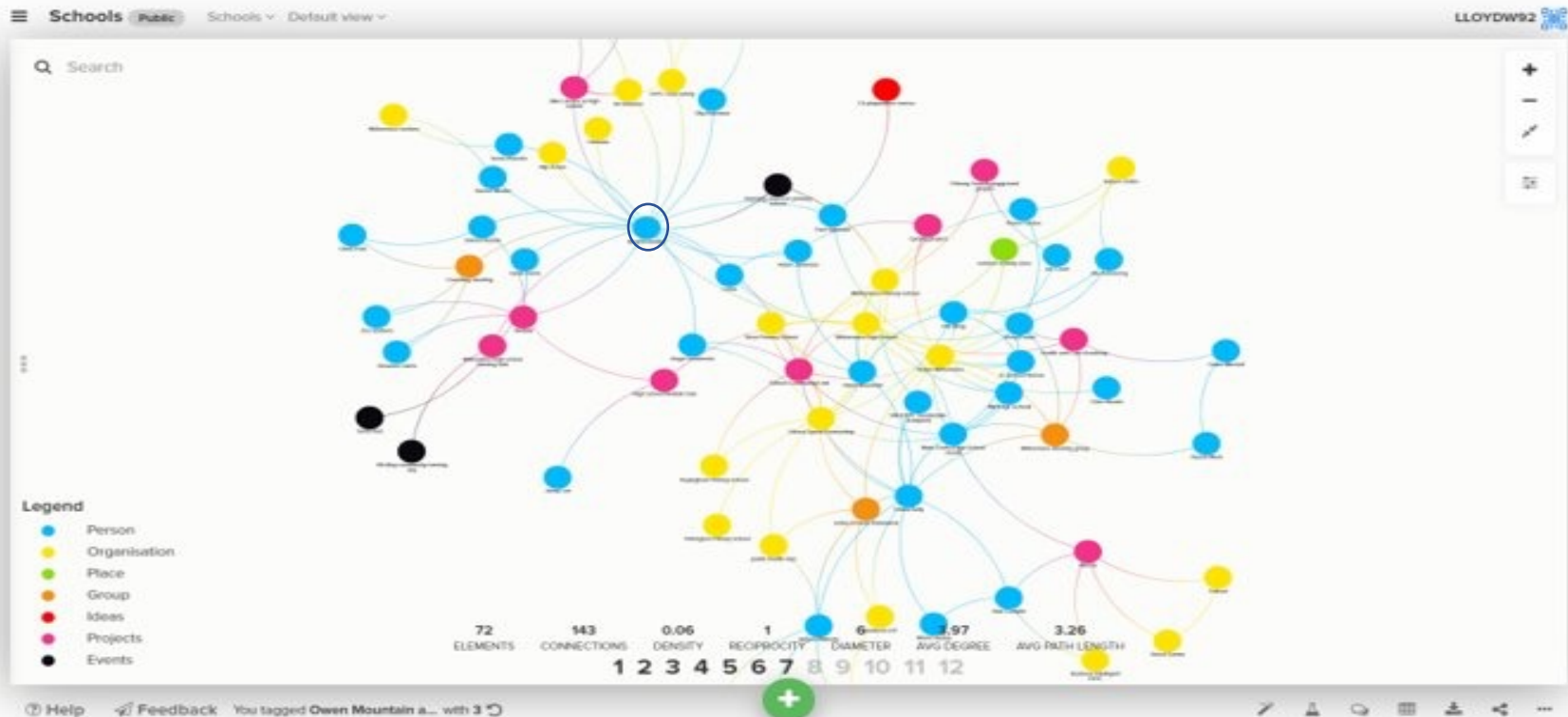
# Systems Changes



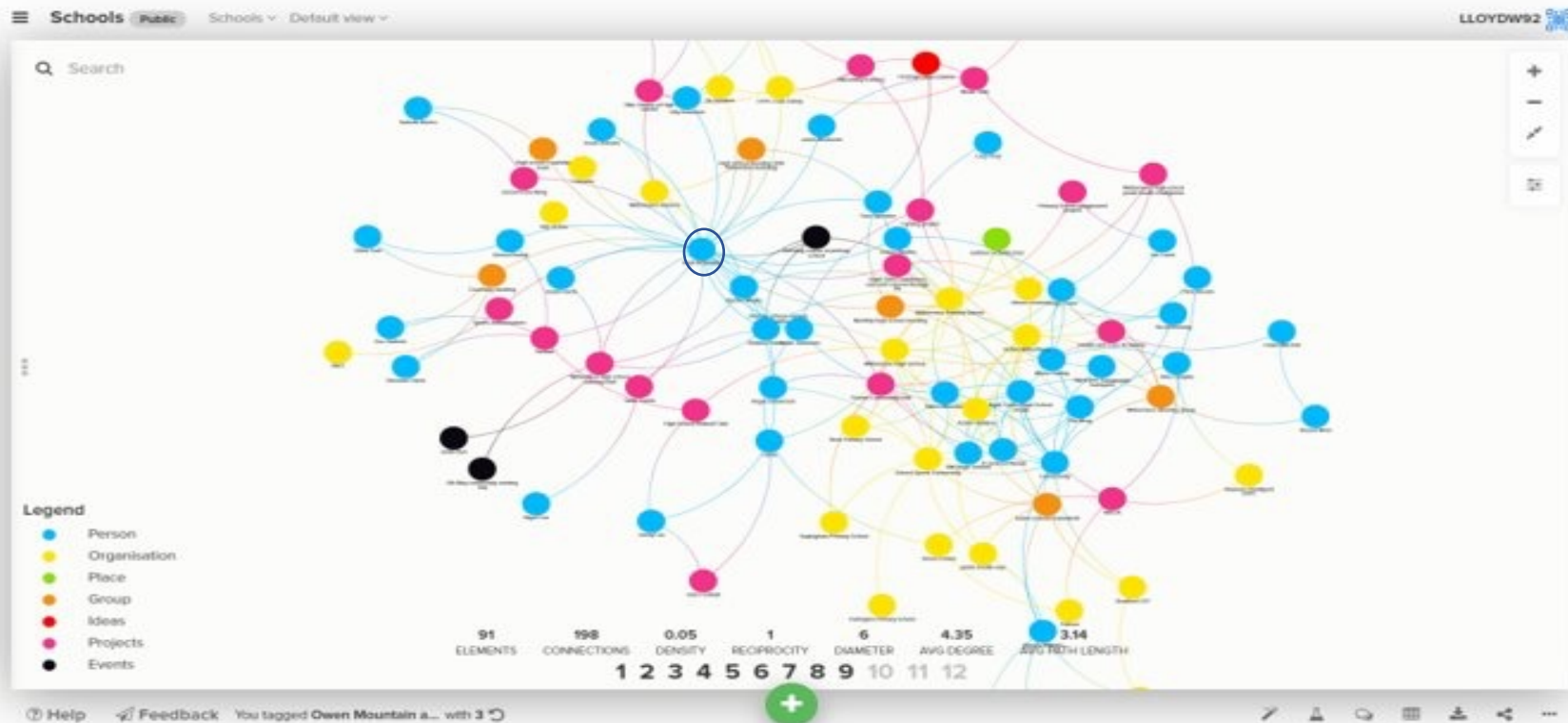
# Creation Of The 'Hybrid' Role



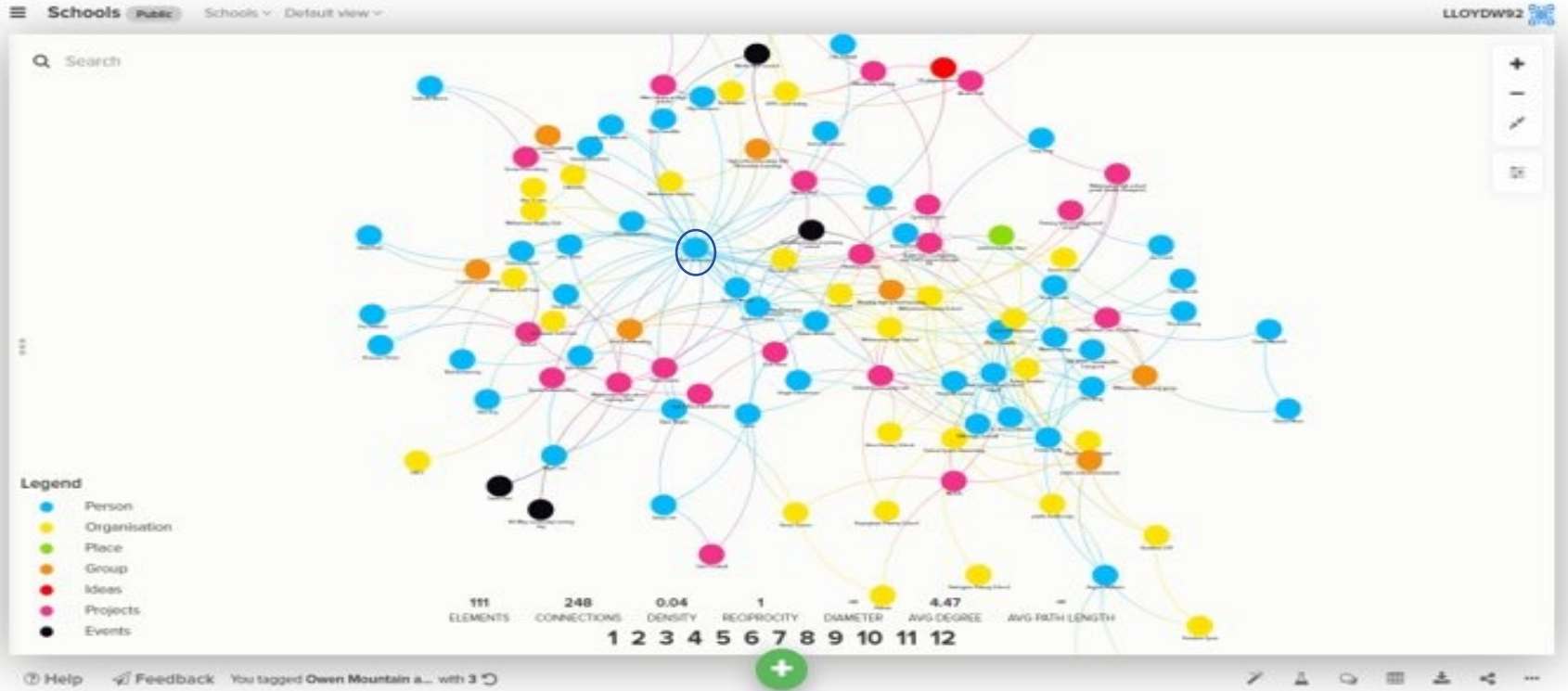
# 1 Month In Post



# Linking Up Further



# Present Day





## Hybrid Working Results

### Outcomes:

- Running Club
- Netball
- Table Tennis
- Girls after school football club
- Primary School Playground Sessions – Youth Health Champions
- School Sports Ambassadors
- Young people attending PACE - 'Youth Voice'
- Media Wall
- Better connections with community partners to encourage physical activity within the town – Active Travel Ambassadors
- The role has been extended to March 2025 in line with the end of the pilot

### Future aims:

- Park Run



# Media Wall Video



**Withernsea Twirlers**

**BATON TWIRLING - CHERLEADING - LYRICAL - FREDANCE**

Happy Entertainments UK are passionate about making sure children are happy and active! Our exciting classes include a variation of Baton Twirling, Cheerleading, and Dance styles. For just £4 a week we encourage talent, teamwork and fun!

**We are excited to announce we are now accepting new members at our Withernsea branch. We have spaces available for boys and girls age 3-15 at 9.00am on Saturdays at Withernsea Methodist Church Hall.**

**LEANNE: 07766196519  
OR FIND US ON FACEBOOK**



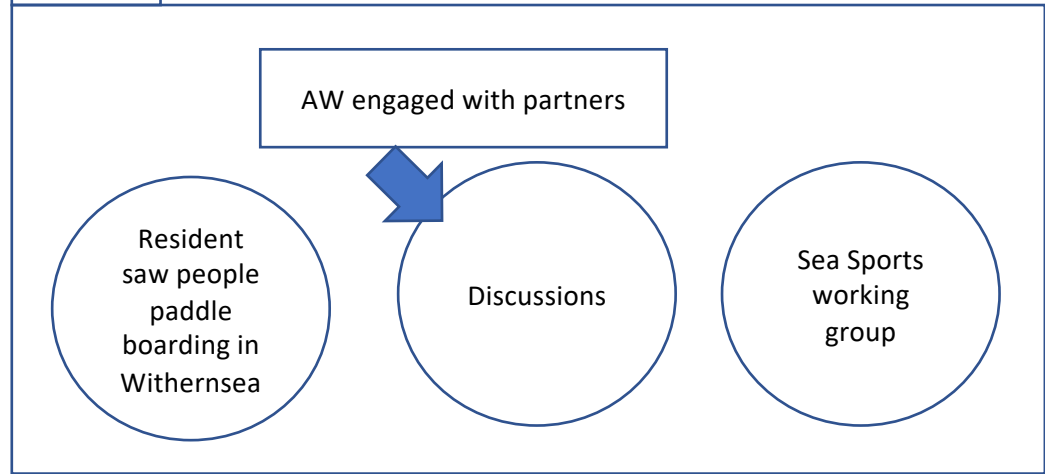
# Examples Of Our Work

## Sea & Beach Sports Project

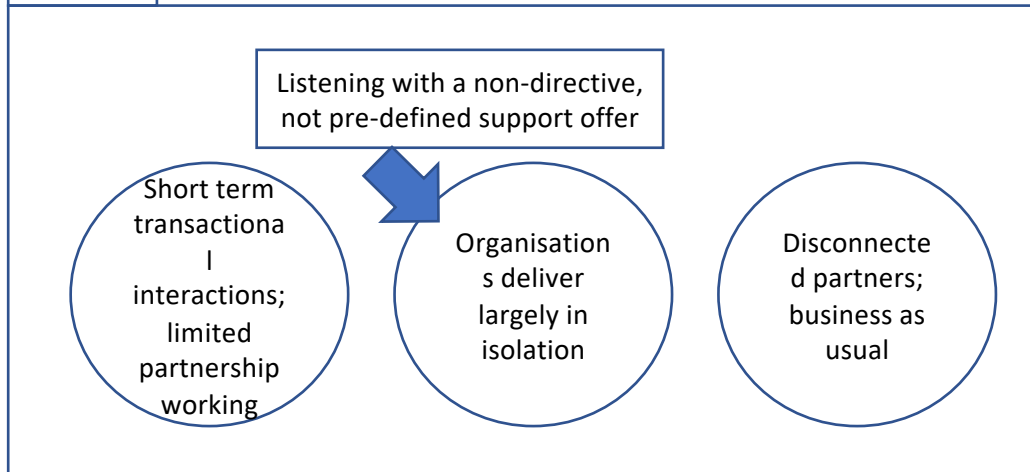
- Over the next few slides, we will show an example of an Explanatory Frame/Account and how this links back to the Kumu for the project
- Kristina worked on this project so will be able to give firsthand experience of what worked well and some of the challenges associated with the project



Time 2

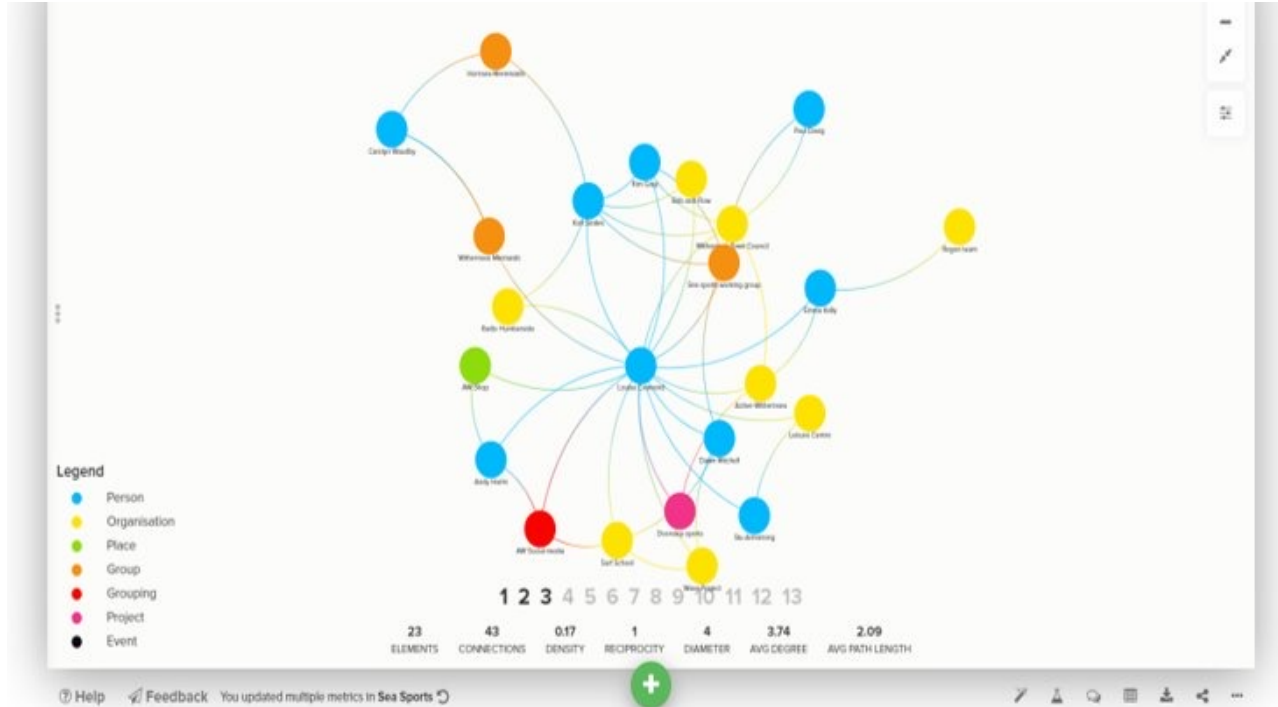


Time 1

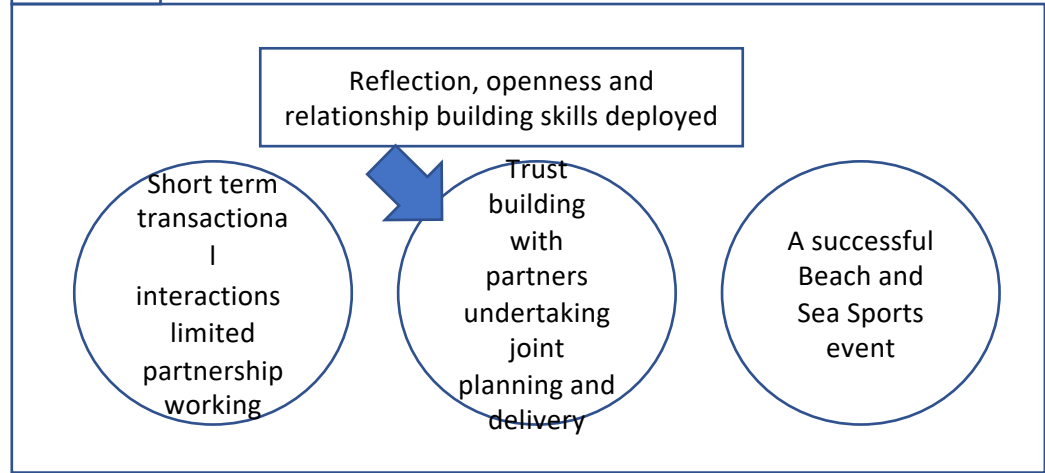


# How Did Relationships Change Between Partners?

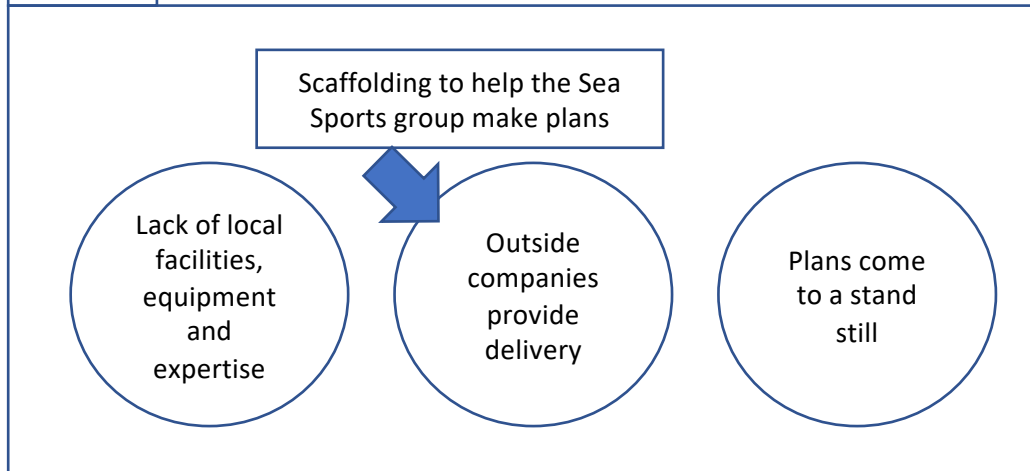
Time 2: Sea Sports Working Group



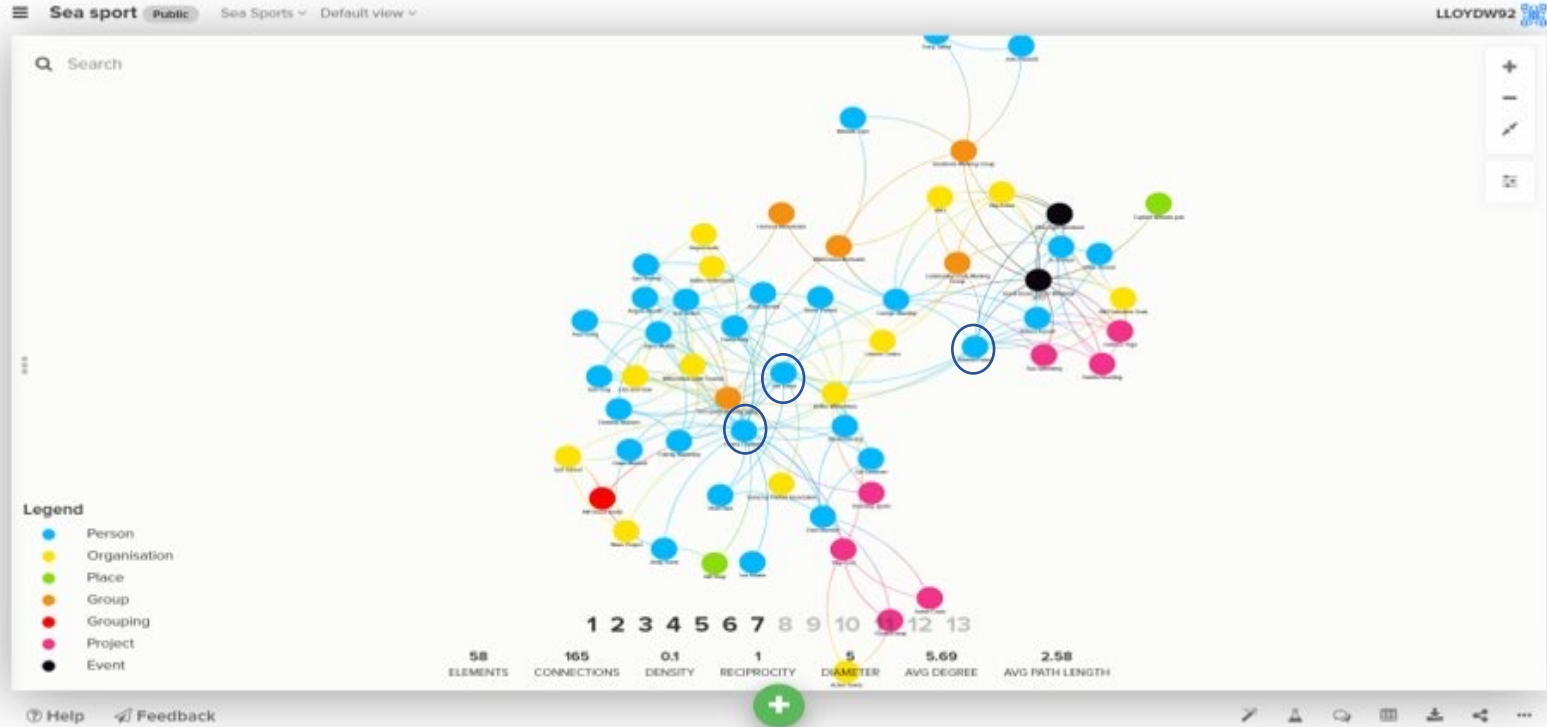
Time 4



Time 3



# Change In Our Approach



## Feedback From 2022 Event



'Loved That  
It Was  
Accessible  
For ALL'

'Brought  
The  
Community  
Together'

'Would  
Love To See  
More  
Family  
Activities'

Shaun Preston who took part in the 250M Sea Swim said, "It made me feel exhilarated- I am disabled and it felt very inclusive" (56, Suffers lasting health and mobility issues after battling Sepsis 5 years ago)

His friend who swam alongside him Dianne Hogg said, "I completed the bucket list challenge, who knows it could lead to a channel swim, lol" (65, Recently lost her Husband)





Time 5

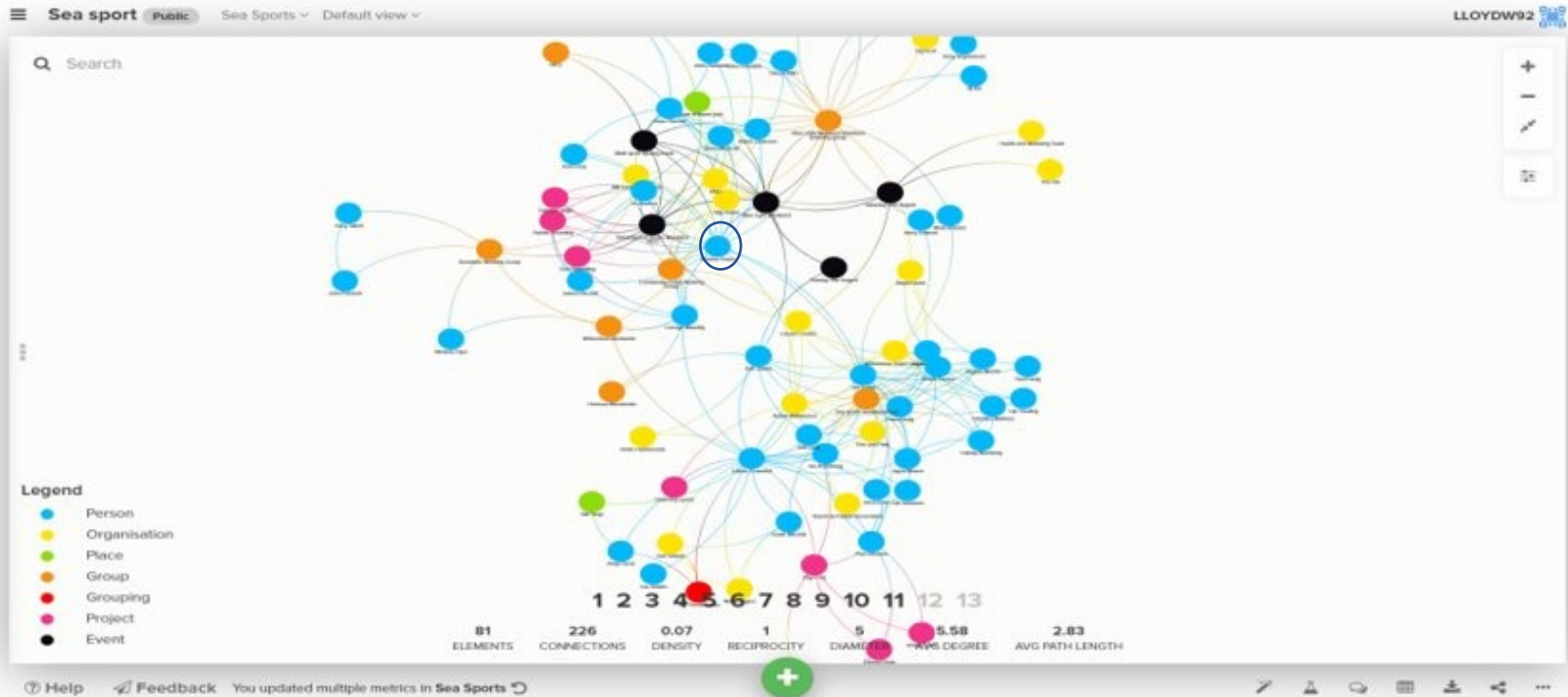
AW stepping back

Engaged partners delivering PA outcomes against long term shared goals

The group is self-led, with shared goals and practical objectives

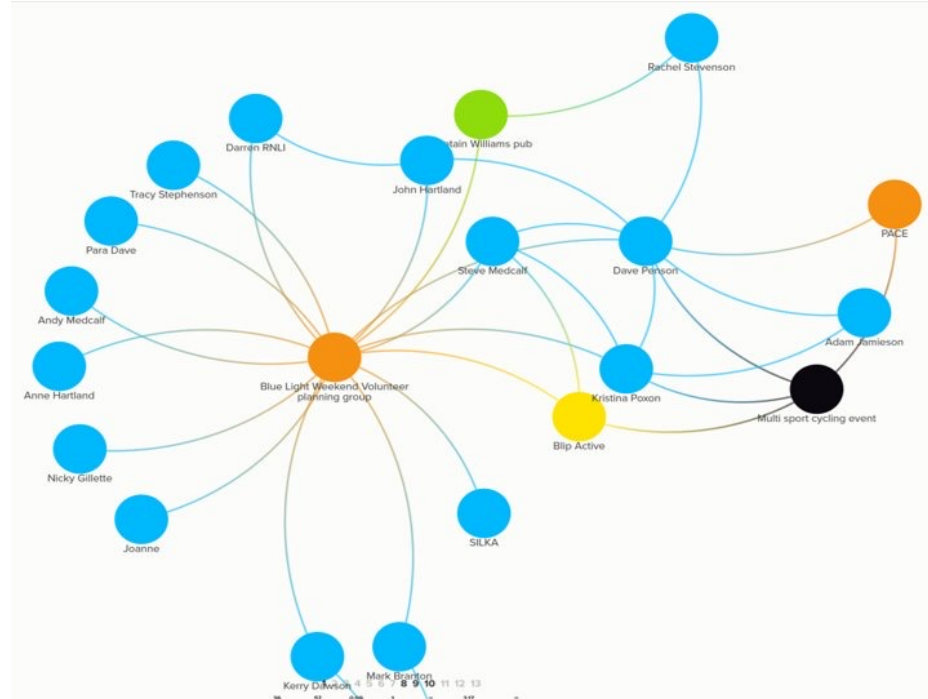
The next Blue Light Sea and Beach Sports event

# Present Day



# How did the relationships between partners change?

Time 5: self-directed Blue Light planning committee



# Project Legacy



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Confirmed Annual Event

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Dedicated Committee

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Website & Social Media Platforms

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Radio & Local Paper Advertising

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Engaging With The Wider Community & Businesses

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Utilising Active Withernsea Evaluation To Develop Further

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## Systems Change Governance



Built on our love of Withernsea, trying new things, and engaging with the whole community, this fun, innovative network is here to connect us together.



The PACE network is about the people and the communities of Withernsea working together to create a happier, healthier, more active Withernsea.





# DISABILITY & LONG TERM HEALTH CONDITIONS PACE WORKSHOP



**NEXT  
EVENT**

**WEDNESDAY  
19<sup>TH</sup>  
JULY**

# Legacy



Sharing  
The  
Learning  
Hub

Sustainable  
Projects

Wider  
Teams

PACE  
Network



## Its been a journey...

### What a difference 3 years makes!

- No strategic focal point for sport and PA
  - No recognition of PA reducing inequalities
  - No shared agenda for bigger picture/ community good
  - Little future planning, resilience or legacy
  - Paternalistic 'parachute services in ' approach
  - No wider system recognition
  - Little partner collaboration/connection around PA
  - Silo working
  - Lone voices - little community energy
  - Inertia - little community engagement in PA
  - Little funding to support groups
- AW sits at the heart of empowering change driven by the community around PA – PACE
  - Equality, inclusion and diversity and behaviour change sit at heart of approach
  - Initiatives developed from the ground up
  - System partners work together to influence all areas of health and wellbeing
  - Traction across sectors
  - Lone voices are connected
  - Palpable energy
  - Partners are talking, listening and collaborating
  - Hearts and minds are opening, putting the wider community first
  - Active Grants funding supporting Sport and PA
  - Clear line of sight and a legacy



### *Sharing the learning of Active Withernsea across the East Riding, regionally and nationally*

- Legacy of PACE
- Embedding physical activity in strategies
- System Leader work
- Physical activity runs through Health & Wellbeing Strategy
- Health Impact Assessment in place for corporate strategies
- Influencing Systems Change within Integrated Care Boards – sharing the learning from Active Withernsea



**Thank You**  
Any Questions?

