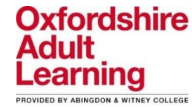


# ACTIVE REACH PHASE 2 - ABINGDON CALDECOTT

## A CONSORTIA BETWEEN LOCAL ORGANISATIONS



SOVEREIGN



- To address the most critical levels of inactivity and the inequality gap across Oxfordshire, which is set to widen as a result of the coronavirus pandemic.
- Community-based, collaborative project to increase the activity levels to reach those in the greatest need, supporting physical and mental wellbeing, and life chances.
- Co-designed approach developed cooperatively with system partners and community bodies working with under-represented groups utilising a multi-faceted and place-based approach.



## ACTIVITIES



- Family Walking Challenge
- Family Physical Activity Packs
- Yoga Sessions
- Boot Camps
- Elderly Walking Challenge
- Sit Less, Get Active Course
- Gentle Yoga - Tone up, relax and unwind
- Traditional Family Games - Open events

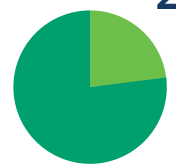
 **180+**  
PARTICIPANTS

Male - 47%  
Female - 53%



*47% reported an increase in physical ability*

Day to day activities limited because of health condition or disability.

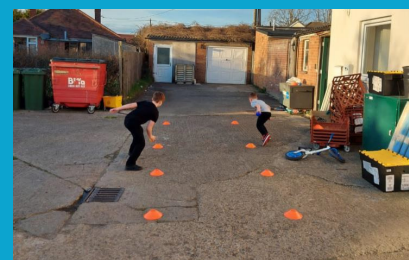


**Yes**  
23%

**No**  
77%



Families needing support were identified through local schools and received Equipment and Activity Packs



“The youngest one mostly uses it, in fact she has barely put it down. She's only stopped for lunch” - South Abingdon Resident



“Straight away my little brothers went to the field with a ball and the cones, set up a pitch and played football” - South Abingdon Resident



"Active Reach" is funded by the Sport England Tackling Inequalities Fund (TIF)

# ACTIVE REACH LEARNING

*"This project would not have been possible without the help and support of the regular partnership meetings where we could collate all the ideas and find avenues of support and solutions" Jake, Abingdon DAMASCUS Youth Project.*

Going forward, what have we learned from Phase Two of Active Reach in Abingdon Caldecott and how can we take this learning into future projects?

1

## Time Flies!

Don't underestimate the time needed to implement services, consider this very carefully in future work

2

## Regular Communication

Communication, sharing and giving feedback regularly is really important to the collective success of a project.

3

## Honesty

Really think about whether you have the ability to commit and deliver. Speak up early when things are not going to plan, then everyone can offer support early on.

4

## Clear and Concise

Clarification from the start about who is doing what and who owns each element is very important. It provides clarity around roles and responsibility across partners. Even with short timescales this should be considered carefully.

5

## Learn technology as you go

You can develop new design ideas, skills, as well as new apps/ software and design programmes as identified to use on the project and beyond.

6

## Widen the net

Wider contribution and attendance from non funded partners is extremely valuable and contributed to project success and wider reach. Smaller hyper-local organisations can directly and effectively reach their local communities through this approach of collaborative working

7

## Out of adversity comes opportunity!

Projects and organisations can adapt to extreme circumstances. The flexibility to adapt and ability to move quickly to do this is really important. Don't be scared to make big changes if needed.