Exploratory Workshop

Increasing activity levels
in places with high deprivation

Collective ambitions to achieve together
We want to increase activity levels in places of high deprivation to level the playing field and help create healthy places to live.

www.activeoxfordshire.org

Co-designing a new collective framework for Oxfordshire

We're excited to announce that we are co-creating a new physical activity strategy for Oxfordshire. Join us and help ensure that every adult and child in our county has an equal chance for an active life.

Working together across Oxfordshire to embed physical activity in everything we do

What do we need to do?

Chat in breakout groups on Zoom and **choose <u>one</u> of the following changes**
that you agree will have ***most impact*** in helping to increase activity levels in places with high deprivation

Small Areas
Carry out place-based work with neighbourhoods and communities in very small ("hyper-local") areas? **A** ✓

Focus
Choose the right places for place-based work and respond proportionally to different levels of deprivation **B**

Balance
Use what is available now to increase physical activity at the same time as developing new infrastructure & arrangements for the future **C**

Healthy Places
Strengthen the role of physical activity in shaping healthy places for people to live **D**

Inequality
Find more effective ways to work together to reduce inequalities across Oxfordshire **E** ✓

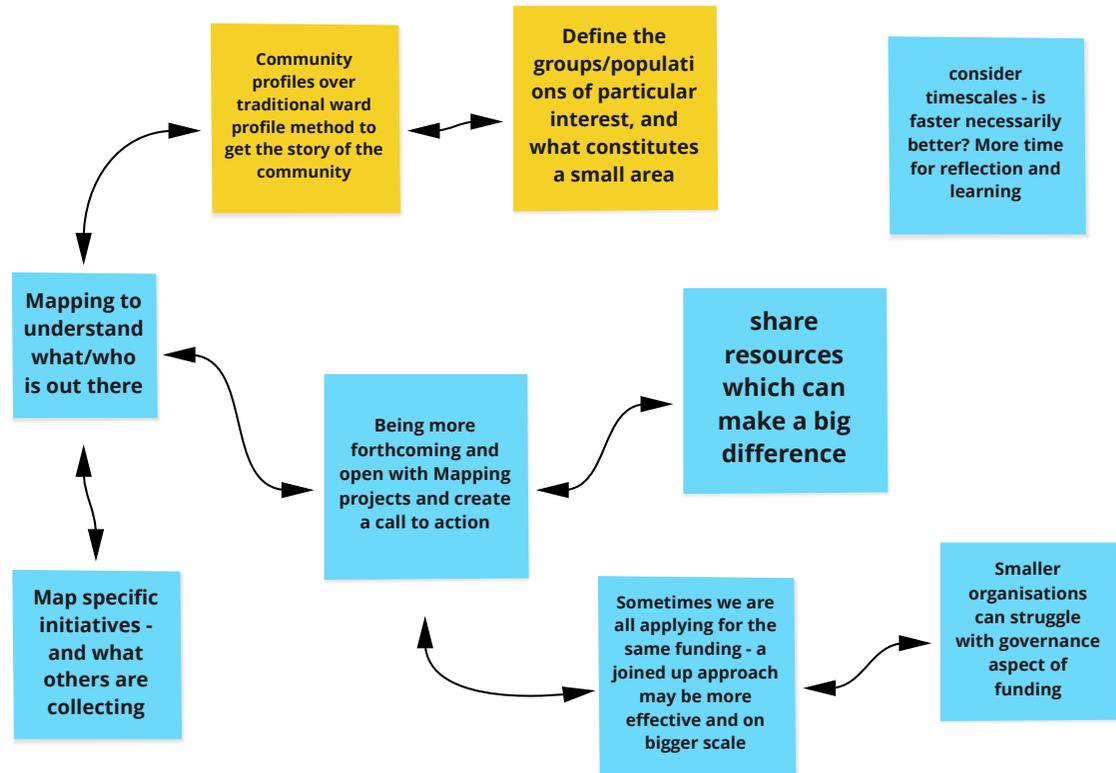## Something Different?
Please identify a specific change **F**

**We want to explore what we need to work on together by looking below the surface
at what gets in the way of our collective ability to increase activity levels in places with high deprivation**

*The reasons that each breakout group gave for choosing a change will added after we have listened to the recording
The chosen changes are ticked.*

How can we do what we need to do?

Community profiles over traditional ward profile method to get the story of the community

Define the groups/populations of particular interest, and what constitutes a small area

consider timescales - is faster necessarily better? More time for reflection and learning

Inequality
Find more effective ways to work together to reduce inequalities across Oxfordshire

Small Areas
Carry out place-based work with neighbourhoods and communities in very small ("hyper-local") areas?

Mapping to understand what/who is out there

share resources which can make a big difference

Being more forthcoming and open with Mapping projects and create a call to action

Map specific initiatives - and what others are collecting

Sometimes we are all applying for the same funding - a joined up approach may be more effective and on bigger scale

Smaller organisations can struggle with governance aspect of funding

This shows a selection of actions identified by the breakout group(s) needed to make one of the chosen changes.
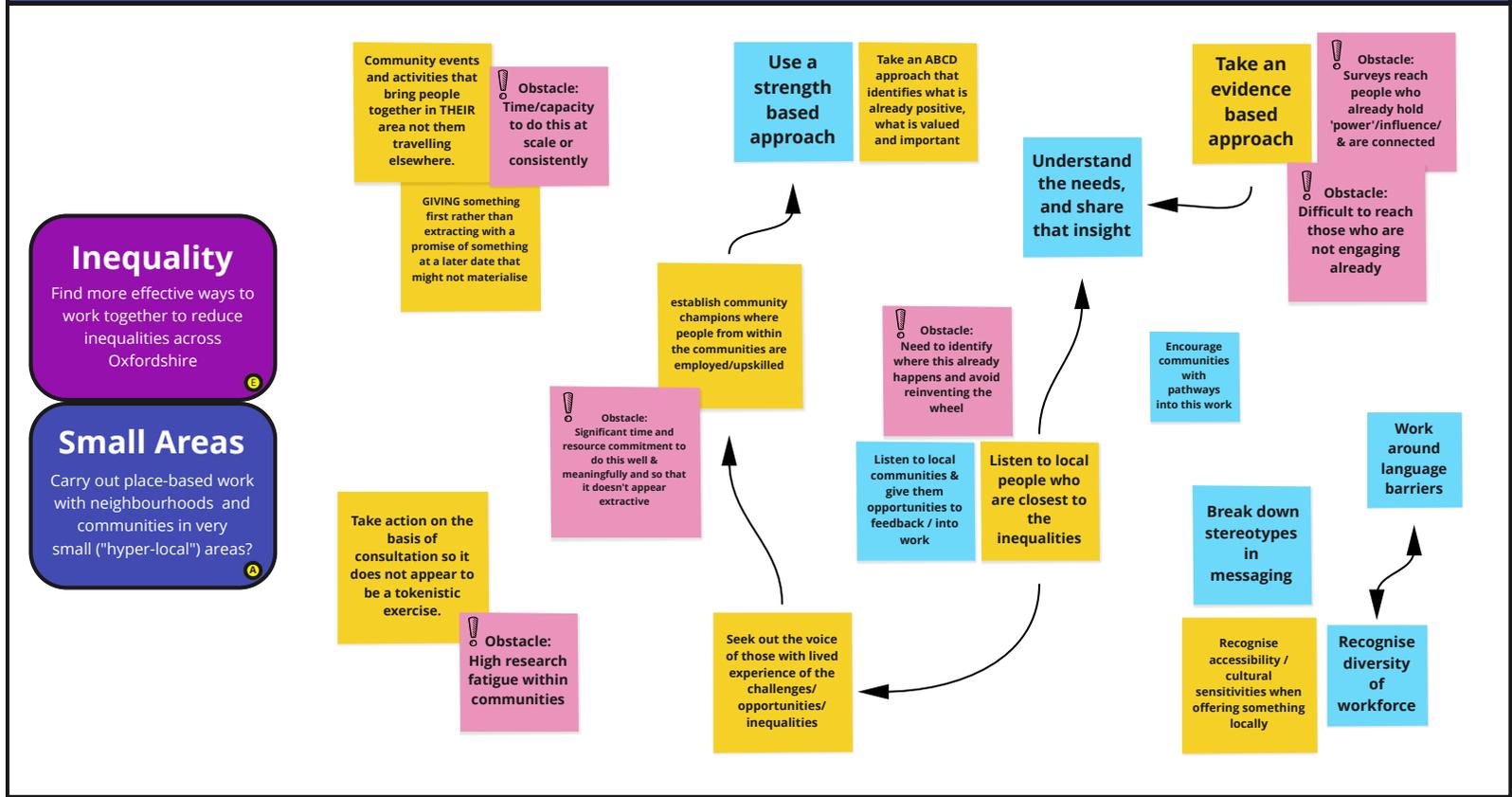
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Community events and activities that bring people together in THEIR area not them travelling elsewhere.

Obstacle: Time/capacity to do this at scale or consistently

GIVING something first rather than extracting with a promise of something at a later date that might not materialise

Use a strength based approach

Take an ABCD approach that identifies what is already positive, what is valued and important

Take an evidence based approach

Obstacle: Surveys reach people who already hold 'power'/influence/ & are connected

Obstacle: Difficult to reach those who are not engaging already

Understand the needs, and share that insight

establish community champions where people from within the communities are employed/upskilled

Obstacle: Need to identify where this already happens and avoid reinventing the wheel

Encourage communities with pathways into this work

Obstacle: Significant time and resource commitment to do this well & meaningfully and so that it doesn't appear extractive

Listen to local communities & give them opportunities to feedback / into work

Listen to local people who are closest to the inequalities

Work around language barriers

Break down stereotypes in messaging

Take action on the basis of consultation so it does not appear to be a tokenistic exercise.

Obstacle: High research fatigue within communities

Seek out the voice of those with lived experience of the challenges/ opportunities/ inequalities

Recognise accessibility / cultural sensitivities when offering something locally

Recognise diversity of workforce

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