

“Everyone Active Every Day” working title

Formal Pilot name to be developed with the community

EVERYONE ACTIVE EVERDAY PILOT

Local Delivery Pilot – Organisation Responsible

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Brief background about the place

The place that we have selected is in King’s Park Ward in the south east of Hackney and focuses on, though not exclusively, two social housing areas – Clapton Park (three Hackney Council estates) and Kingsmead a Sanctuary Housing estate.

Some key statistics for the King’s Park Ward as a whole are outlined in the Ward Profile which can be viewed here [Kings Park Ward Profile](#)

This place is characterised by relatively high levels of deprivation, a high concentration of long-standing residents, comparatively low levels of education and employment, a large Black African/Caribbean population, and higher than average levels of obesity and poor associated health outcomes. It is also surrounded by significant areas of new development and population change in the south east and north west.

The challenges faced in our place are balanced by significant opportunities. It is an area rich in assets that could be used for physical activity of all kinds, with a good network of community spaces including several green spaces (including Daubeney Fields, Hackney Marshes, Millfields Park, Lea Valley Regional Park and nearby Queen Elizabeth Olympic Park). There is also a strong and active local network of community groups with which the Council has good existing relationships, many of whom have expressed strong support for the pilot.

What is the Hackney Pilot trying to achieve?

Our local ambition for the Hackney pilot is to empower everyone in Clapton Park and Kingsmead to lead healthy lives through the powerful agency of physical activity.

What

Make Clapton Park and Kingsmead places where everyone is active everyday

The real results we want to achieve are:

- Residents who are empowered to achieve change for themselves
- Lasting change to benefit current and future generations
- Sustainable community assets and physical activity opportunities
- Improved workforce skills
- Produce learning that we can use to implement similar approaches across the borough

Who is the target audience?

The Kings Park Ward is home to a diverse community, with a significant Black African and Caribbean population. We are taking a whole population perspective, the insight that we gather during the early stages will enable us to segment our audience according to specific needs and co-design interventions with our partners to address these.

Who

Everyone needs to be involved to deliver lasting change

The partners we will need to work with to deliver success include:

- Residents and community champions
- Community organisations
- Council services and local politicians
- Owners of buildings, facilities and land
- Providers of health, care and housing services
- Schools
- Leisure providers
- Local businesses

What has been happening in the Hackney Local Delivery pilot?

- Our Programme Manager started work on the programme from February 2018.
- We held our first Strategic Partnership Board in May bringing together senior local partner and beginning our initial scoping for the programme.
- We held our initial Stakeholder event in June which helped us understand our place more and highlighted some of the barriers to overcome.
- We attended a residents forum in early July which identified potential pilot champions and gained some high level insight.
- We have identified office space with a local partner in our pilot area for the programme team to work from.
- Our first 6 months of Development Award was paid in late July 2018.
- We have met with Ealing (other London pilot) twice at the London Sport Headquarters to share learning and information.
- We have now recruited our Head of Programme, who will be joining us in October.
- We have begun 'light touch' insight in to the local community and are building our networks of contacts that can support us in reaching those residents who are the most inactive.

Emerging thoughts and learning so far

- Initial thoughts are that some of the barriers to participation in physical activity are random and quite small scale – i.e. an elderly person having the right shoes for them to feel confident not to fall – and someone to assist them with this.
- Guided Support – It seems that as well as activities being on the estates, having someone to accompany residents to participate (someone they trust) would also be an un-blocker to participation.
- Social cohesion and participation will assist our agenda.

- We will find greater detail and emerging learning as we begin our insight phase in the next few months.

What is happening over the next 6 months

The priority actions for the Hackney pilot over the next 6 months are as follows:

- Invitation to Tender for Insight/Design & Evaluation finalised and progressing to procurement.
- Local partners will hold community insight events to bring residents together and gather insight in creative ways.
- Recruit a Community Development & Partnership Manager by end September 2018.
- Programme team to move down to the pilot community by end October 2018.
- Insight & Evaluation partners to commence work in the pilot locality by early November 2018.
- Compile baseline evaluation information to by March 2019.

September 2018