

This Girl Can Nottingham Activation

To expand on the rationale stated in Stage 1 of the application process, the following delivery plan gives an outline of how we plan to approach the activation, the related KPI's, the budget and the risk register.

Aim of the project

Our ultimate aim is to provide effective mechanisms to connect an engaging, appropriate, sustained delivery offer, in Nottingham, to those women who are seeking opportunities (whether proactively or via appropriate “nudging”) to become active or increase their activity levels.

Project Governance

The project will be overseen by steering group which will consist of a number of key partners including representatives from NCC, Active Notts, Priority Places, Nottingham City Homes, GOGA. The purpose of this group is to both support the delivery of the project, but to also to act as a reporting mechanism to ensure that the project is meeting its outcomes, on time and on budget. There will also be localised steering groups established in Bulwell and St Anns to support local delivery.

Project Delivery

The project will be delivered from within NCC Sport & Leisure team. NCC will provide a Project Manager, lead Project Officer and an intern. This will be an “in-kind contribution to the delivery of the project.

The System

Throughout the delivery plan we refer to the “system” and how we can connect this and support it better to engage more women in sustained activity. We aim to concentrate on 3 specific elements of the system – the engagement partners, the delivery partners and the “enablers”. By enablers, we refer to people, organisations and systems which help to nudge, active and support women into and through their activity journey.

The Target Audiences

Citywide - Using insight gathered from previous activations, from a citywide perspective, we will have 2 distinct focuses

- Looking at the mass market and targeting those inactive women who are already primed for activity, or those who are fairly active and we want to encourage them to do more. These women will predominately have the capability and motivation, so our focus here will be to develop effective platforms of communication around engaging women in a supporting environment to link them to the opportunity and ensuring that this is offering both the right experience and is communicated in the right way.
- Our second target audience from a citywide perspective is to partner with organisations who engage with women, albeit not specifically relating to physical activity. We will work with them to discover how advocating physical activity to their service users and supporting them along that journey, either through their communications or through direct peer support, will help them to achieve their outcomes.

The audiences engaged through these organisations will differ and so will their needs, so there will have to be a period of really understanding both the organisations and those who are connected to them. This aspect of the project will need a focus around all aspects of behaviour change as appropriate to each individual organisation.

Within our 2 localised approaches, we will be concentrating on the inactive and how we can support those women to take their first steps into activity. Nottingham is an extremely diverse City, with many deprived areas. NCC also has a pledge within its Corporate Plan to support 5000 people to become active. To support the locality work both in Nottingham and across the country, we will evaluate, in detail, what approaches have worked and haven't in order that this can be shared with other localities as appropriate.

Community engagement has already taken place within both localities as part of the Priority Place work. This will allow us to "hit the ground running" with regards to which local organisations will give the best opportunities for engagement and the work to build the trust with these organisations has already started and will allow us to develop a really tailored approach to engagement and communication and of how we can support activity growth.

Bulwell - Within the Bulwell locality, we will be focussing on inactive women who fall within NSEC 6-8. 53% of Bulwell's population are female and 54% of those females fall into NSEC 6-8 category. Insight shows that inactivity levels within our most deprived communities are higher than both the wider county figures and also the England figures.

St Anns - Within the St Anns locality, we will be focussing on 16 – 25 year olds females from BAME communities. St Anns. Insight has shown that activity levels for this female age group drop much quicker than their male counterparts and this is more prevalent in BAME groups. Over 50% of St Anns population identify as BAME, with 48% of the population being female and 30% of those females falling into this age group. There are a number of established community groups who service the BAME community, which will allow us to gain more insight into this specific demographic and allow to understand better how we can connect and support the localised system better.

The Approach

Our delivery plan in each area is based around the following themes to support the COM-B model of behaviour change

1. Understanding the system and audience insight - This will allow us to understand the target audiences better and their barriers to activity (capability) and their motivations, in order for us to facilitate the appropriate interventions and opportunities.

The 'system', as identified above will change from City, to Local and within that specific to demographic. It is essential that we have a full understanding of how this works, the key players within it and any "road blocks". On a Citywide perspective, as cited in Stage 1 of the application, we have a wealth of insight from previous activations which we can apply directly to support the opportunity. This will facilitate the mass market approach.

However, within the localities, although we have fairly detailed insight around where our target audience is and their activity levels, we do not yet have the in depth insight around capability, motivation and the delivery offer, which will allow us to connect and support the systems in the most appropriate way.

2. Connecting the system – this is all about joining the dots, linking engagement partners to delivery opportunities.

Following engagement through organisations who already have the relationships with women and, who become “trusted partners”, we will integrate our targeted communications into their established channels in ways that work for the organisations and service users. – working with them to develop a toolkit that they can use as an integral part of their comms. These will relate directly to the motivations of the target audiences.

We will also give the organisations the opportunity to connect directly with the delivery partners via a “speed dating” event to facilitate them developing their own relationships with them

From a citywide perspective, we already have great engagement with the delivery mechanism and this has also grown through our GOGA delivery through the forming of the Deliverers Network.

We will engage with existing delivery partners, and recruit new ones in a call to arms around female delivery and coming together in a common brand.

We have a number of existing TGC Ambassadors in Nottingham, who have become well known through previous activations, who will support the connection on a citywide basis.

We are looking to test a range of digital platforms to investigate further how these can facilitate and support activity which will be self-sustaining post the project period

3. Supporting the system – though this approach we aim to increase the capability of individuals to be able to take part in activity, increase the capability of engagement partners to understand their service user’s barriers and motivations to have the conversation around physical activity. We also aim to increase the capability of delivery partners to develop the right opportunity to attract and retain women within their activity and to increase the scale of opportunity in Nottingham

We aim to test a number of “enabling” mechanisms, both citywide and within the localities. Using previous insight, we know that “people power, empowers people” and we fully intend to maximise this through recruiting connectors to support other women. We aim also here to test 2 digital models – one based around reward as a motivation and the other around virtual peer support. There are 2 partners that we will be using for this: Sweat Coin, which we will trial in Bulwell locality, engaging a number of local businesses. This has been recommended through our work with Active Notts and earlier insight has told us that “keeping it local” is important to people in that locality. The other partner we will be engaging with is Her Spirit, which actually grew from a previous TGC activation in Nottingham. From research done by Her Spirit, we know that their key audience relates directly to our mass market, but we also want to see if this can also support women from our 2 localities, once they have taken the first steps into activity, and keep them engaged and doing more.

In both the citywide and localised approaches we intend to support both engagement and delivery partners and connect them to the enabling part of the system.

We will work with engagement partners to better understand how supporting their service users / members to become physically active will help them achieve their organisational outcomes. We will co-produce toolkits that will support them to be effective advocates for physical activity and we will support them with their communications.

We will provide support for the delivery partners to better understand their target audiences and to offer additional support to ensure that they provide the customer journey that gives the right experience that will encourage participants to keep being active.

4. **Marketing and Communications** - through this we will be using both national and local insight (both new and from previous activations) to ensure that women who have been engaged receive the right messaging, in the right way to resonate with their motivations, to connect them to the opportunities

Although we have had good engagement through our current digital channels, we feel that there is a better way of enabling “conversation” between participants, deliverers and organisations that will embed that common sense of belonging. Insight from other projects has shown us that using the platform of a closed group or groups, sat behind the front door of the page, allows distinct communities to grow organically that will allow women to connect to each other and sustain beyond the timeframe of the project. We also recognise that we need a shared responsibility to the digital platforms to facilitate sustained engagement and conversation, so will work to further develop the existing system to enable this.

We are also looking at a range of different digital communications to include blogs, vlogs and podcasts to discover who engages best with these and to what extent they can support activity through engagement of “the people like me”. And using the power of people's individual journeys and how they overcame their barriers and the positive impact being active has had on their lives and their families. This will be aimed predominately at the mass market, especially the “millennials” who are the main audience for this method of communication.

Will provide targeted support to deliverers to ensure that they are communicating their offer in the most effective way.

On a localised basis, we want to investigate further how a very specific, targeted or localised approach to marketing can further support activation.

5. Monitoring and Evaluation

As well as capturing quantitative data, and collating information as indicated in Stage 1 of the application, we feel that it is really important, especially in the localities when specifically targeting the inactive, to capture what has worked and what has not with the approach. We will do this via a case study approach with engagement partners, enablers and delivery partners as well as participants to get a more holistic view of how successful the approach has been in supporting the COM-B model of behaviour change.

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