

Appendix 2: This Girl Can – Nottingham Local Activation

Stage 1 Application

1. Nottingham City

Nottingham's population is 331,100, with 162,900 being females. 25.9% of the female population of Nottingham do less than 30 minutes of exercise per week as opposed to 23.5% of men. Although this has improved, there is still a significant health inequalities in the Cities deprived neighbourhoods

Life expectancy in Nottingham is significantly lower than the England average, with approximately 3 years less for men and 2 years less for women (Nottingham: 77.0 men; 81.1 women. England: 79.5 men; 83.1 women). Nottingham's life expectancy for men is currently ranked 140th out of 152 local authorities in England and 136th for women. Nottingham's life expectancy between the most and least affluent areas differs by approximately 8 years for both men and women.

Healthy life expectancy for both men and women in Nottingham is also significantly lower than the England average with men living 5.9 years less in good health and women 8.8 years less and this trend is increasing with the gap in healthy life expectancy between Nottingham and the England average has increased by 4.7 years (from 2009-11 to 2014-16). Nottingham's healthy life expectancy for men is ranked 143rd of 152 local authorities and 149th for women. Females born in Nottingham would expect to spend a greater proportion (32%) of life in poorer health compared to 25% for males.

We know that reducing the levels of inactivity can combat this and tackling inactivity in Nottingham City residents is a strategic priority for us have already recognised and acknowledged the gender gap with regards to physical activity.

From a collaborative perspective, we have fostered a good working relationships with Active Notts, both at strategic and operational levels, with a common purpose of tackling inactivity. We are fully embedded to the Priority Place work, currently and the system change approach, with our Director sitting on the Board and service managers and officers engaged at operational level.

We have also acquired a tremendous amount of learning regarding supporting people from inactive to active through both the Disability Sport Insight and Participation Project and the Get Out Get Active project and are one of only two localities to secure two years additional funding from Activity Alliance to further develop our GOGA delivery.

From 2 waves of TGC local activation and the delivery of TGC Swim, we have gained a huge amount of learning of what has worked and maybe things that have not hit the people we really wanted to. With that in mind, we feel that in order to amplify the national campaign on a hyper local level, we believe that Fit has to get "really real"!

2. Key Learning from previous TGC Activation

Marketing

Through the 2 previous activations we developed a Notts Girls Can website and This Girl Can Nottingham Facebook page (4764 followers). We invested quite heavily in a "person" centred approach to marketing, but on a Citywide basis. This helped to raise profile of the brand.

- From previous activation, we know that an umbrella marketing campaign will engage those who are looking to become active, but don't know how / where, etc. We know that this does not engage the "harder to reach" communities – this needs a more localised approach through a range trusted engagement / delivery partners

- Using a local “people like me” approach was the most effective means of engagement when used on social media. People telling their stories gained the most engagement
- Social media approach was more effective than the website when engaging the 25 – 40 age group. Also the website is resource heavy to keep content fresh and engaging.
- Using an activity finder on a local basis is also difficult to keep current – better engagement has been found by deliverers engaging directly with social media pages
- Working with already established, engaging deliverers who has a good social media following to cross promote opportunities maximises the opportunities around “peer support”
- Supporting individual deliverers on how to use social media and other marketing tools was essential to helping them to promote their sessions

Engagement

We tried a number of methods with a range of partners, with varying success

- Working with partners who already have a relationship with your target audience is integral to success
- Peer to peer engagement and support was a main factor when engaging new people (i.e. friends encouraging other friends to attend)
- The Ambassador / Champion model is successful but most effective when used in their peer group e.g. Zahra Butt from the first activation has done great work engaging Muslim Women in Boxing. When you bring a group of ambassadors together for a common purpose, there is a great amount of energy generated – the challenge is maintaining that energy over a period of time.
- Engagement within a higher education community was really effective due to a number of factors – e.g. a sense of belonging to something, availability of provision, social networks
- Working with delivery partners, even the bigger organisations, with the right offer, delivered in the right way was successful in engaging those inactive women who just needed the nudge into an opportunity.
- We found that bringing women together from a local community for a reason other than physical activity e.g. , and then slowly introducing it was a more effective method than starting with the activity.

Delivery and Workforce

We have found that throughout both previous activations the “people power” element is pivotal to success

- Having the right delivery mechanism (i.e. the right people with the right values and communication skills first – qualifications second) is vital to ensuring that women get a quality, supportive experience first time
- Building a social element into the delivery is important e.g. The local Breeze social cycling offer is very successful
- If local delivery is unavailable, then finding a deliverer who has an empathy towards their target audience is essential.
- The mentoring approach helped with developing and supporting a new workforce in the heart of the communities – but this takes time to build confidence.
- Through ongoing work supporting the delivery mechanism, connecting deliverers in a “network” approach was found to be really valuable to individuals.

- Supporting the delivery network around the “customer journey” gave a more holistic approach to delivery and helped to ensure the right experience.
- Through TGS Swim, we found that the addition of a Poolside Helper was a great support mechanism and the addition of a free Health Suite session brought added value to the sessions that was very attractive. Unfortunately the continuation of this model was not financially sustainable. We are however testing a similar model using volunteer session support for our Swim for Health sessions.

3. **Target Audience and Local Insight**

In the delivery of this activation, we aim to take a multi-pronged approach to activation to include an “all women” approach on a Citywide basis in order to maximise on the good work from previous activations, but also to get into the heart of our communities to really understand the challenges women face within specific demographics that align to the Priority Place work already happening in Nottingham. Community Asset mapping is taking place in these areas, which will give us a great head start to be able to engage with our target audiences

- **Citywide approach – engaging the nearly active and supporting the fairly active to do more and retain their active habit**
 - ◆ We already have traction with a social media following of nearly 5000
 - ◆ Fairly active has gone from 12% (Nov 15/16) to 13.8% (Nov 17/18) – we want to maintain and increase this trajectory.
 - ◆ We have a proven track record for engaging with this audience.
- **Women from a LSEG within a defined locality (Bulwell).**
 - ◆ Bulwell is the lowest ranking SOA in Nottingham (63rd out of 32,482 nationally – IMD 2015)
 - ◆ 53% of the population of Bulwell are female.
 - ◆ 80% of the local population is White British
 - ◆ Life expectancy of females is lower than the City average
- **Women from BME demographic within a defined locality – potential focus on 15-25 year olds (St.Anns)**
 - ◆ St Anns is in the most deprived 10% LSOA’s in the Country and the 2nd most deprived ward in the City.
 - ◆ Over 50% of St Anns population identify as BAME
 - ◆ 48% of St Anns population is female
 - ◆ 30% of St Anns female population falls within this age group

Although we have notionally set these targeted demographics, we would also like the ability to be able to flex with local insight gained and if, during our localised approach an opportunity presented itself to gain traction in female activation, we would like to be able to react to this.

4. **Overall approaches to meet main objectives of funding**

Underpinning all of the activation will be the approach around Campaigns, Conversations and Celebrations. This also aligns to our strategic direction around supporting 5000 people to become physically active.

Increase local visibility / awareness of TGC

- Citywide marketing campaign – using our already established local ambassadors and some new faces we have engaged through the GOGA program
- Localised targeted marketing campaigns – specifically aligned to our target audience – creating a localised feel and identity
- Supporting local delivery networks to effectively use their marketing channels to engage more women

Build on local knowledge (practical barriers and challenges) to influence

- The way sport is delivered to women
 - ◆ Get an understanding of the local system and how this relates to female engagement
 - ◆ Use a range of engagement and consultation methods, via individuals and groups, to better understand local women's lives and subsequently how this may affect their attitudes to physical activity
 - ◆ Use a “user-led” approach to learn from the target audience and then inform the local delivery network as to the what, how and where delivery is best placed locally.
 - ◆ Identify any gaps in current provision
 - ◆ Use a mentoring approach to support capacity building within the local delivery network
 - ◆ Establish a peer to peer support mechanism for deliverers
- **The way sport and physical activity is promoted to others**
 - ◆ Further analysis and evaluation on engagement with various marketing platforms
 - ◆ Focus groups within the target group and localities.
 - ◆ Understanding what other platforms are available (non physical activity related) that we can link into to cross promote.
 - ◆ Test a number of ways to “bring people together for a common cause” and evaluate success
 - ◆ Investigate how can we get others to promote for us?

5. Partners

A partnership approach to the engagement aspect of the local activation is integral to its success

- Active Notts
- Nottingham City Homes
- Get Out Get Active
- NHS Nottingham
- The Women's Centre
- Age Friendly Nottingham
- Nottingham Universities
- Evolve Community Interest Company
- Bulwell Health and Wellbeing Group
- Bulwell Toy Library

- EPIC Partners Trust
- Spring SLR
- NCC Neighbourhood Development

In addition to those identified, within the locality work, additional partners will emerge and these will be included within the evaluation

6. Estimated cost for delivery

Although we don't not have a full cost breakdown yet, top line figures estimate an investment between £80,000 and £100,000

7. What are you hoping to learn from the investment and how would you go about measuring impact / evaluating the programme?

Evaluation of local development work is complex. We will evaluate the project using the re:valuation model created by cecan and utilised regular by Active Notts to capture learning, impact and reflections. This will enable us to reveal the full value in a complex intervention, though measurement in three dimensions, Calculate, Calibrate and Capacitate.

Linking to the COM-B model of behaviour change, we will be evaluating the following areas for each target audience – Capability, Motivation and Opportunity. Underpinning this we will be seeking specific information around the following:

- Marketing
 - ◆ What are the most effective promotional platforms for engaging women on both a Citywide and targeted perspective
 - ◆ What language to use and how to present material
 - ◆ What differences are there when marketing to different target audiences
 - ◆ What skills do delivery partners need to enable them to promote their offer in the right way and on the right platforms?
- Engagement
 - ◆ What have been the benefits of a Citywide marketing campaign and how has this translated into activity?
 - ◆ What's engagement methods have been successful when working with targeted demographics in a defined location
 - ◆ How has the City Ambassador role evolved into a local one and what has been the impact of this?
- Delivery
 - ◆ What exists already and how is this communicated? What measures will make this effective?
 - ◆ What do we need to do to capacity build in a locality to build on what is already there and to fill gaps in provision?
 - ◆ What are the effective methods of connecting supply to demand?
 - ◆ What additional skills do deliverers need, outside of the normal, to ensure a quality experience for all women?
 - ◆ How do we support the local delivery network to be financially self-sustaining?

8. What is different in this application to previous approaches?

Although previous activations have been successful in engaging a good number of inactive women into activity, and increasing activity levels of those fairly active, we do not feel that they were the right approach to reach some of our more challenging demographics. In order to address this we propose to take the following approach;

- Using all of the learning from previous TGC activations and TGC Swim delivery will give us a much more informed approach to the local activation
- Obtaining strategic buy in for the activation by linking directly to the Priority Place work.
- We know that women identify with their peers and staying local to them is also important, so we aim to focus a large part of our activation, very much with a locality approach. Aligning with the priority place work will allow us to build on that resource and emerging learning, and this will enhance both approaches. Previously we have not focussed on specific target groups or localities and we do acknowledge that we have not been successful in reaching those groups. With a combination of national insight and local system mapping and on the ground relationship building we will gain a much better insight into the lives of these women and how we can support them into activity.
- From a partnership perspective, previous activations have focussed heavily on delivery partners. Although we still want to support the existing delivery mechanism, to ensure that they have the correct tools in their toolbox to support better female engagement, a large proportion of this approach will focus on the engagement methods and working collaboratively with organisations that have an existing relationship with local women
- From a marketing perspective, we don't want to lose the brand profiling effect, enhancing the national campaign as we know that this will attract inactive women, i.e we don't want to throw the baby out with the bathwater – but we will focus much more on the social media aspect rather than the website approach previously used as this is not viable to run without ongoing additional resource, and the social media approach can serve the same function (see In It Together evaluation from Coventry)
- Our previous objective has predominately been raising awareness of the national program and supporting local women into activity - As well as activating inactive women, we also intend to focus on what steps can support women to remain active and how the digital platform and peer support can help this.
- We have an opportunity to “dovetail” a number of projects, with a common theme, in order to maximise available resource and consequently the impact on local women

We feel that this is a very exciting opportunity to deliver TGC Nottingham Activation with a whole new slant, that we believe will not only give the national campaign greater exposure, but will also contribute to the continuing work to support system change in Nottingham

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