

WE ARE UNDEFEATABLE MANSFIELD - LEARNING REPORT



INTRODUCTION

Mansfield was successful in being awarded activation area status for the We Are Undefeatable programme in November 2019. We Are Undefeatable is a Sport England funded programme aiming to 'inspire, reassure and support' people living with long term health conditions to take up and maintain physical activity. This is being facilitated through both a national campaign and learning from ten pilots across England, including a second pilot in the East Midlands based in Bolsover.

Originally planned over a 12-month delivery period, the rapid impact of COVID-19 led to unforeseen challenges and pressures on partnership working and pilot activity. In terms of physical activity behaviour, at a national level, larger drops in activity levels were reported among those who already had the lowest activity levels, widening existing inequalities still further. **As a result of this, Sport England reviewed and extended the majority of activation pilot endpoints up to September 2021, bringing the total grant for Mansfield to £103,000 (Nov 19 - Sept 21).**

This pilot has been led by Mansfield Community and Voluntary Services (Mansfield CVS) working through an Oversight Group, made up of key local partners – NHS, Local Authority and voluntary and community sector organisations. The pilot has benefited from a dedicated project lead member of staff plus the existing expertise contained within the small CVS staff team.

Whilst the COVID-19 lockdowns in 2020 and into 2021 have impacted on planned activity, Mansfield CVS has managed to integrate the physical activity message in all its communications. This involved 'on the ground' support for local residents, including closely aligning this work with its role as the coordinator for Community Champions work to encourage and support people to get vaccinated. This pragmatic approach is now helping community organisations to open up safely and individuals who have been locked down for so long to finally access safe post pandemic activities.

The pilot extension through to late summer 2021 has been invaluable in allowing time outside of the lockdown periods to demonstrate the importance of being physically active and the benefits on both physical and mental health from doing so.

Strong partnership support has been critical to the success of this pilot. At times during the early days of the pandemic, active engagement was impacted in terms of immediate priorities, restrictions and particularly in the case of the NHS staff involved, workload and changes in roles. However, all of the key partners have remained actively involved throughout and their insights and willingness to think creatively during such a challenging time have been key to success.

The approach to formal evaluation was shaped by Active Notts, Mansfield CVS and members of the Oversight Group and was commissioned to coincide with the start of the pilot. Learning has taken the form of a process evaluation and the evaluators have worked closely with Active Notts, Mansfield CVS and the Oversight Group over the last 22 months at both a governance and operational level, including producing an Interim Report in December 2020. This final Learning Report focuses on key learning points for both local Mansfield and Nottinghamshire partners along with broader lessons for reflection at a national level.

WE ARE UNDEFEATABLE

OUR STARTING POINT - UNDERSTANDING MANSFIELD

PILOT APPLICATION PROCESS

The We Are Undefeatable Mansfield pilot application was facilitated by Active Notts, working with Mansfield CVS and local partners. This formed part of the Active Notts commitment to deliver the vision of working together with individuals, groups, clubs, communities and organisations to help **more people** in Nottingham and Nottinghamshire to live **more active lives by 2021**.

A key aim is to decrease levels of inactivity within Nottingham and Nottinghamshire communities through working collaboratively with partners and stakeholders to make physical activity the norm. Mansfield CVS, as part of its vision to help improve the quality of life of local people, stepped forward to be the pilot lead, thus differentiating the pilot as being the only VCS led pilot at the time amongst the national group. From the outset, it was decided that the pilot would build on and strengthen the relationships and work already underway through the Healthy Mansfield Commission report and the insight-led, asset-based work to address physical inactivity in the most deprived communities across the district.

The pilot submission reflected on the need to diagnose and treat long term health conditions early and effectively to help achieve the best level of health and quality of life whilst living with a long term health condition. It recognised that 68% of the 24,000 people living with a long term health condition are aged between 50 and 74 and are likely to live in an urban area.

The pilot submission highlighted that it would use NHS data and local intelligence, particularly from voluntary sector partners, to identify target residents/local areas, covering all long term health conditions and link into all care pathways through primary and secondary healthcare. Alongside this, the intention was to have a community-based focus in those areas where there are greater concentrations of residents living with long term health conditions. Early indications from the Healthy Mansfield Commission suggested that Bull Farm, Bellamy Rd, Oak Tree and Portland should be areas of focus.

The pilot focus is on system change and has 5 key aims:

- To gain a clear understanding of the whole landscape for those living with a long term health conditions in Mansfield.
- Build robust and effective networks at multiple levels across all sectors that advocates and buys into the importance of physical activity in managing long term health conditions.
- To ensure the relevant frontline workforce from all sectors develop their skills and confidence in enabling and encouraging people with long term health conditions to feel **ABLE** to be active in a way that is right for them.
- To make the campaign relevant and something people of Mansfield want to be part of - Making it Mansfield!
- To establish a learning network.

From the outset, it was agreed that the pilot would be facilitated through a collaboration of key stakeholders who make up the Oversight Group.

MANSFIELD PROJECT OVERSIGHT GROUP

- Active Notts
- Age UK Nottingham and Nottinghamshire
- British Lung Foundation
- Department for Work and Pensions
- Mansfield Council for Voluntary Service
- Mansfield District Council
- Mid Notts Integrated Care Partnership
- Nottinghamshire Mind
- NHS Nottingham and Nottinghamshire CCG
- Nottingham and Nottinghamshire Integrated Care System
- Nottinghamshire County Council
- Primary Integrated Community Services
- Sherwood Forest Hospital NHS Foundation Trust

An initial Logic Model was developed for the pilot and this is included at Appendix 1 with the Terms of Reference for the Oversight Group in Appendix 2.

LATEST INSIGHT

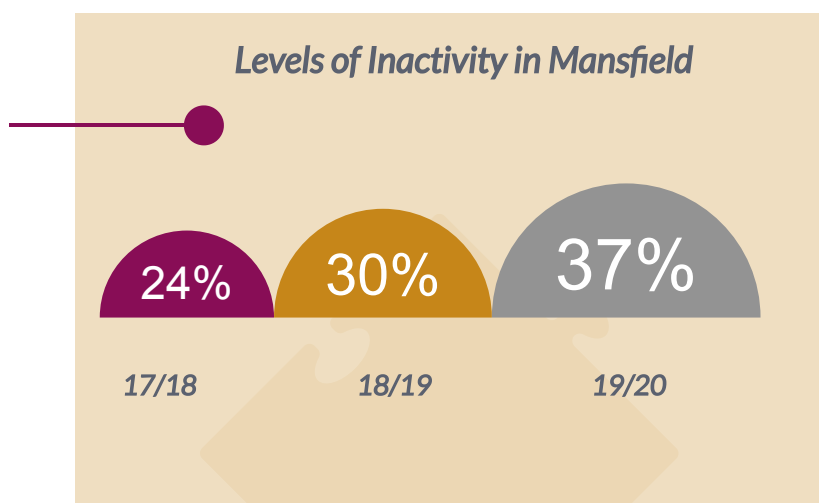
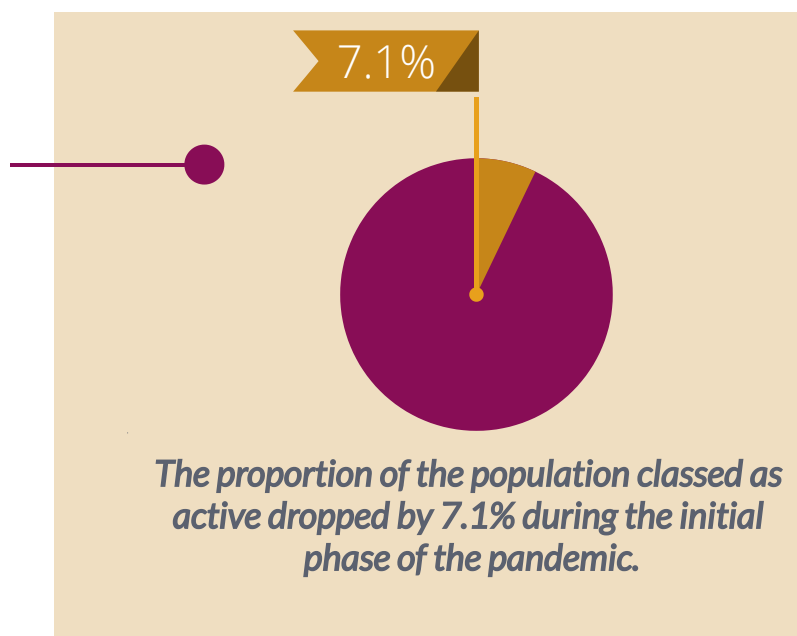
National reflections from the Sport England Active Lives study show that activity levels were hit hardest during the initial phase of the pandemic, with the proportion of the population classed as active dropping by 7.1%. This represents just over 3 million fewer active adults nationally. During the second phase, as restrictions were eased, activity levels were still down compared to November 2019 but the reductions were smaller.

During the third phase of the pandemic, as new restrictions were imposed but before the full impact of the national lockdown was felt, activity levels decreased by 1.8% (0.8m fewer active adults), indicating a small recovery.

For disabled people and/or those with long term health conditions, decreases were the strongest during the initial lockdown phase. The scale of drops is likely to correlate to the requirement for those with health conditions to shield.

At the time of the pilot application, Sport England Active Lives data from 18/19 highlighted that 30% of Mansfield residents were inactive which was a worsening of 6% from the previous year. This compares with 25% of the population at a national level. Findings from 19/20 indicated that this position had deteriorated further to 37% over the 12 month period to November 20 and sadly denotes Mansfield as the most inactive district in the county, with inactivity levels 10% higher than the England position.

The Insight Summary produced by Active Notts and Active Derbys in 2020 highlighted that one of the largest inequalities seen in both counties is that being experienced by people living in our deprived neighbourhoods, including those in Mansfield and District. This report highlighted that Adults living in the most deprived neighbourhoods are 75% more likely to be inactive than those living in the least deprived.¹



¹This is based on comparing inactivity levels for adults living in our most deprived neighbourhoods (IMD decile 1) to inactivity levels of adults living in our least deprived neighbourhoods (IMD decile 10)

LATEST INSIGHT

The report highlighted the following four characteristics, which, when combined with lower socio-economic status, appear to create the highest levels of inactivity. They are:

- *Identifying with an ethnically diverse community*
- *Experiencing deprivation*
- *Experiencing a limiting illness or disability*
- *Not working (this is people who are out of the labour market rather than people who are unemployed)*

Individually each of these characteristics increases the risk of inactivity, but many people will experience more than one of these characteristics, thereby further increasing that risk.

People with these characteristics are far more likely than average to live in our most deprived areas and this is reflected in Mansfield and District. These same groups have been disproportionately hit by the impact of the pandemic and it is well evidenced that mortality rates have been more prevalent among disadvantaged groups. The impact on employment has also been hardest in these communities as jobs, hours, and pay have been concentrated in those sectors where low skills/entry level jobs are most prevalent

Shielding requirements also adversely affected people with long term health conditions or disability and many people in Mansfield and District have been cut off from their care and family networks, reporting significant decline in their physical and mental health as a result.

Four key characteristics (when combined with a lower socio-economic status) contribute to the highest levels of inactivity.



Ethnic Diversity



Illness or Disability



Area Deprivation



Not Working

Despite the challenges of the pandemic, the publication of the Interim Evaluation in December 2020 enabled Mansfield CVS and the Oversight Group to reflect on the success of the We Are Undefeatable work and to plan a detailed pilot extension. The key elements of the extension focus:

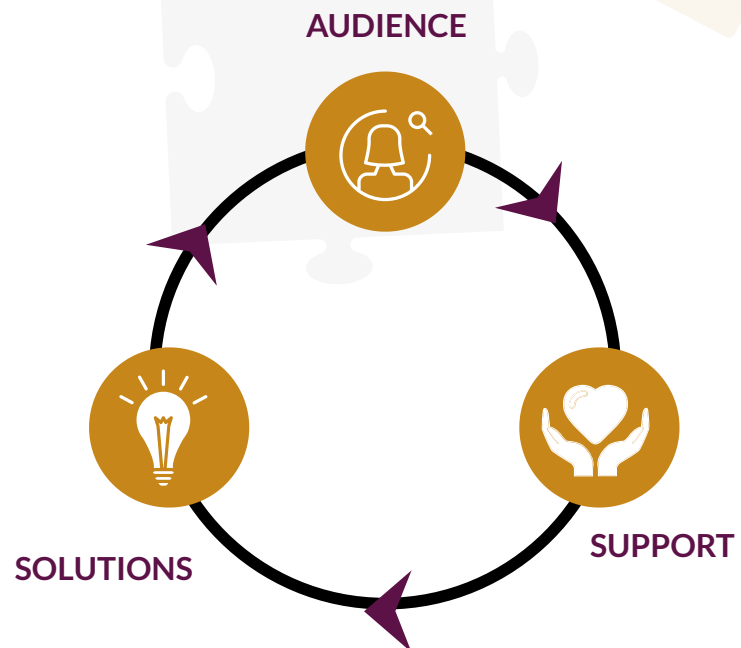
- Analysis of a local residents survey carried out via social media in August 2020 which highlighted the barriers to engaging with physical activity and insight into those activities that people were engaging with.
- Addressing long term barriers to access, including supporting local organisations to become Disability Confident.
- Focusing on linking key partners together to ensure robust signposting to services to support the health and wellbeing of residents.

IMPACT OF COVID-19

Sport England published a national evaluation of the initial impact of COVID-19 on physical activity in June 2020. This was disseminated across the We Are Undefeatable Community of Practice network.

From their analysis, Sport England summarised three recommended forward action themes for pilot areas to build into their ongoing logic model and planning:

- Building an audience centred approach – gathering and utilising local insight.
- Providing support in the current context – understanding the impact of COVID-19 on people with long term health conditions and how best to approach the engagement with physical activity.
- Tailored, tangible, accessible solutions – helping people to access and manage differing approaches suitable to their circumstances.



LONG COVID

A new element to reflect on is the addition of Long COVID as an emerging Long Term Health Condition. Whilst there is no universally agreed definition, Long COVID covers a broad range of symptoms such as fatigue, muscle pain and difficulty concentrating. At the time of this Learning Report, detail is still emerging about its impact on individuals and how best services can be configured to support them. National figures from the Office for National Statistics (ONS) based on responses collected from people in private households in the four weeks to 4/7/21 suggest that:-

- An estimated 380,000 people in the UK have experienced long COVID for at least a year which is broadly unchanged on an estimate of 385,000 people in a similar survey carried out one month earlier.
- ONS also suggests that a total of 945,000 people in the UK experienced long COVID in the period of the survey, defined as symptoms persisting for more than four weeks after their first suspected coronavirus infection.
- Long COVID was estimated to be adversely affecting the day-to-day activities of 611,000 people – just under two-thirds of those with self-reported long COVID – with 182,000 reporting that their ability to undertake day-to-day activities had been “limited a lot”.
- Prevalence of self-reported long COVID was greatest in people aged 35 to 69, females, **those living in the most deprived areas, those working in health or social care and those with another activity-limiting health condition or disability.**

COVID-19 & NOTTINGHAMSHIRE

The Notts Residents Covid Impact Survey was commissioned by Active Notts and reported in June 2020 prior to the vaccination rollout. It collected views from across the county, with 12% of respondees from Mansfield District. Key survey findings relating to adults included:-

- Almost half of the respondees reported doing less physical activity than before restrictions were put in place and one third reported doing 'a lot less'.
- One third reported doing (a little/a lot) more physical activity than before restrictions were put in place.

In terms of future intentions, over 50% of respondees expected to increase their activity levels as restrictions were eased with just 4% expecting to reduce them.

Barriers cited to keeping up with physical activity levels once restrictions eased included:-



*Lack of time,
work and family
commitments*



*Return of the
work commute*



*COVID
restrictions in
gyms and pools*



*Lack of
motivation*



*Worsened health
conditions/
waiting for
surgery*



Cost



*Finding the right
opportunities*



*Establishing a
routine*

Other important factors included **social interaction, gaining new experiences, access to childcare, safety, promotion and good weather.**

COVID-19 & MANSFIELD

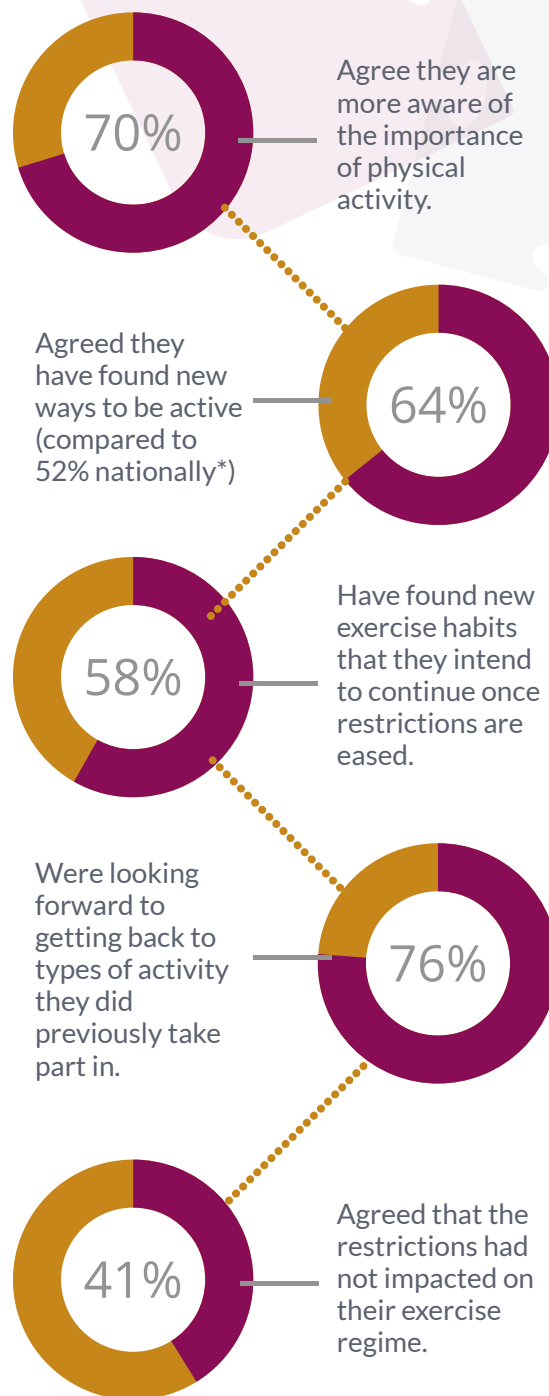
Unlike a number of the We Are Undefeatable pilots, Mansfield CVS did not 'pause' during the COVID-19 lockdowns in 2020/21. At the start of the pilot in the first quarter of 2020, the focus was on the establishment of a Health and Wellbeing Hub, based at the CVS premises with facilities installed ready for partners to use. This physical Hub did not come into being due to the first national lockdown and although Mansfield CVS continued to work throughout the pandemic, the focus turned to how best to support vulnerable local people, including sharing ideas and ways to be physically active. This was done successfully via daily community updates through a dedicated YouTube channel, reinforced by distribution of the nationally produced Active at Home leaflet to promote the importance of physical activity.

The pandemic also impacted on partner organisations, with many community-based face to face services paused during the lockdowns and in a number of instances, staff furloughed or working from home and unable to provide face to face support. It should also be noted that the NHS engagement in the pilot was understandably significantly impacted in terms of time available, changes in roles and service delivery models.

A further COVID-19 related factor is the Community Champions scheme, funded by the Government, which aims to support those most at risk and boost vaccine take up. Through this initiative, local councils and voluntary organisations were asked to deliver a wide range of measures to protect those most at risk, building trust, communicating accurate health information and ultimately helping to save lives. A key element of this was establishing networks of trusted local champions.

Mansfield was successful in gaining some £188,000 of funding to support its Community Champions work and Mansfield CVS and Mansfield District Council are jointly delivering this project. The project steering group ensures linkages with the vaccination teams, community testing sites and the We Are Undefeatable campaign.

The four key themes that form the strategy are 'Staying Safe', Community Testing, Wellbeing and Vaccinations. Strategic linkages include reference to best practice in using Social Prescribing to engage with vulnerable people as part of an integrated health partnership. Work undertaken through these interlinked initiatives has highlighted the unique role that voluntary and community groups play in acting as a 'Trusted Voice' and their 'reach' to the most vulnerable members of the community.



Notts Residents' COVID Impact Survey Findings (2020)

COMMUNICATING THE BENEFIT OF PHYSICAL ACTIVITY

We Are Undefeatable was launched in February 2019 at a very successful event held at Mansfield Town FC. This was followed by a proposal to develop a multi-agency Health and Wellbeing hub to enable all partners to share up-to-date information alongside networking and training opportunities. The pandemic halted this and networking opportunities, including all Oversight Group meetings, took place virtually. All information and training opportunities were shared with partners digitally via e-mails, website and social media.

Engagement with the national campaign was largely through information and campaign details shared through the national WAU team and Community of Practice events. This utilised the COM-B model to facilitate effective and longstanding behaviour change: i.e. capability, opportunity, motivation and behaviour. At a local level this resulted in usage of the national communications materials digitally and in printed formats, alongside more local 'Mansfield' offers via e-mails, newsletters and social media.

Local information was distributed through a Mansfield CVS YouTube channel during the first lockdown, with further online promotion of the benefits of keeping active which resulted in regular airtime by Radio Mansfield. In addition, information on walking activities and the distribution of 2500 Active at Home booklets took place via Foodbanks/food parcels/Food Clubs in the priority areas of Mansfield – Bellamy, Oaktree, Portland and Bull Farm. COVID-19 vaccination sites were added as they came on stream along with residential and nursing homes, West Notts College, Portland Training College, DWP, Social Prescribing Link Workers and Age UK. This was combined with the opportunity to request a resistance band along with information on key exercises.

Partners have been asked to reflect on the national campaign as part of the process evaluation and to see what recall service users have. At a local level, the view is that the national campaign is diverse, high quality, modern and looks appealing. Partners have reported that they have found it useful to open doors and have utilised the social media and shared content.

At the same time, there has been a concern that the specific link with the Mansfield We Are Undefeatable activity has not been as strong as it could have been and for some the TV adverts have felt a bit 'obscure', with the social media, tailored more at a local level, having much more traction. Feedback from the Oversight Group has included the need to 'Make it Mansfield' i.e. to more fully integrate the national messages into a localised context. This could include local settings, buildings and faces to have the necessary recognition. Final testimonies and video case studies go some way towards addressing this and it is hoped that these can be used in the future.

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"Latest national campaign has been helpful. It is important to reach out and also be realistic about how many people are affected by national campaigns. I would like to see local communications developed from national messaging - you have to keep the communications alive through local drip feeding, local cascading."

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Locality Director - Mid-Nottinghamshire Integrated Care Partnership



The suite of online resources has been accessed by members of the Oversight Group, particularly Social Prescribing Link Workers, who along with Health and Wellbeing Coaches and Care Coordinators now form the delivery team based in each Primary Care Network for the NHS personalised care model locally.

Other key engagement to note has been the active linkage made with Mansfield District Council's Cultural Services which has brought a unique dimension to the health and wellbeing offer for local residents.

In terms of engagement with wider partners, including the Richmond Group of charities, significant effort has gone into this from Mansfield CVS. The condition specific expertise of these national charities and their online presence is very much recognised however minimal engagement has been experienced as, in many instances, local representation has not been present or has disappeared due to the pandemic. The exception to this has been Mind and Age UK, with the latter delivering key services through Age UK Nottingham and Nottinghamshire, with consistent engagement throughout the pilot.

Mansfield CVS project team reflections on the range and type of communications that have evolved through the pilot are as follows:-

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"The benefits and flexibility a digital presence gives will better enable Mansfield CVS and its VCS partners to meet the needs of the community as we learn to live with Covid-19. This will also go some way to delivering the service that was originally planned for the starting point Health and Wellbeing hub."

"Further website development will be a specific legacy of the We are Undefeatable pilot, providing information on local activities and links through to partner sites, the goal being to provide a simple, current map of local services. The site will directly link to offers via up-to-date info shared by voluntary sector groups and local partner services. It is hoped this will also help remove duplication of services and information provision, which only confuses local residents. Information provided will include activities, referral processes where required, access and any skill levels plus timings."

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**Partnerships & Engagement Manager,
Mansfield CVS**

The overarching conclusion of stakeholders and partners has been that Mansfield CVS has continued to promote the benefits of physical activity before and during the pandemic through digital media, key updates and wider communications. Mansfield CVS has effectively used its existing understanding of local issues, longstanding health inequalities and its 'trusted voice', alongside the local community-based organisations.

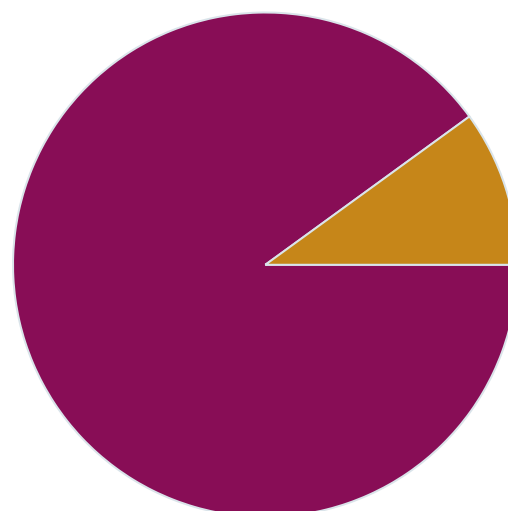
Partners such as the NHS, at both commissioner and delivery level, recognise this value, along with Mansfield District Council and Active Notts. Linkages with social prescribing have been key as this has helped to reduce demands on GP's and primary care at a critical time.

The value of true community engagement and recognition of the strengths of the voluntary and community sector has been highlighted by the choice to build on We Are Undefeatable and use Mansfield CVS and its trusted networks for the Community Champions programme to roll out vaccinations locally.

During June 2021 a Stakeholder Survey was carried out online, this included a series of questions looking at information reach, impact of training and cross-sector working.

Stakeholder Survey June 2021

"Did We Are Undefeatable provide enough information to encourage residents to become/remain physically active?"



■ Yes 90% ■ No 10%

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"Mansfield CVS has effectively used its existing understanding of local issues, longstanding health inequalities and its 'trusted voice', alongside the local community-based organisations. "

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ENGAGING MANSFIELD

A range of opportunities to become physically active, focused on disabled people or long term health condition, has been maintained despite the challenges of the pandemic. Work has been done throughout the pilot to check back with both residents and key partners to understand the practical barriers to becoming more active. These have included:-



Recognising the above barriers, a broad range of activities have been supported through **We Are Undeatable** – both existing activities and in some cases new. These are summarised in the diagram below grouped by 'Key Themes', with full details found in the following sections.

ACTIVITIES SUPPORTED BY 'THEME'



WALKING

The Active Derbyshire/Active Notts Insight Summary from 2020 highlighted that whilst Derbyshire and Nottinghamshire have large rural spaces, 80% of the local population live in an urban setting. This is reflected in the fact that more activity takes place in those settings, because people prefer to be active nearer to home. The report went on to highlight that walking overshadows all other types of activity - half our active time is spent walking and that 75% of the time we spend walking is at an intensity we need to benefit our health.

The report highlighted that walking is generally accessible and especially economic for people who may be inactive. This led to a number of walking initiatives being launched in the Mansfield District, either directly through We Are Undefeatable or closely aligned.



Walk and Talk has been a core part of the offer from We Are Undefeatable Mansfield and has provided the opportunity for volunteers to assist people with long term health conditions to become active. This has also helped to address individuals' mental health and had provided both volunteers and participants with an enhanced sense of worth. It has involved longer walks of up to 90 minutes over varying terrain. This has grown to offering 15 walks in August 2021, with attendance per walk averaging at 25 people.

One Step at a Time supports people to take very short walks on a one-to-one or small group basis, helping to build confidence and address loneliness and isolation. It has taken place around local parks with tarmac paths and reasonably level terrain with plenty of seating to help those that are struggling with mobility based health conditions. Some of the people who have taken part have gone onto become volunteers and help others to access this supported exercise. In addition, there are also walks supporting parents at a special needs school, whilst waiting for their children to complete their school day.

Work is underway to see if this approach can be extended to those with cancer and dementia by training volunteers to support people with these conditions.

It should be noted that this activity went ahead despite initial COVID-19 concerns from professionals, family members and individuals with long term health conditions themselves, with volunteers provided with PPE equipment, a portable chair and a first aid kit.

A particular 'success story' is that of a One Step at a Time participant who has now become a volunteer, accompanied people on longer walks and his confidence levels have grown to the point he is now looking for employment.



CASE STUDY



Prior to COVID Sylvia was swimming on a daily basis in order to support her long term health condition – here is her explanation on how she is remaining active during the pandemic when access to the pool wasn't an option.

Sylvia's story

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"I swim every day at 7 am... COVID put a damper on this for four months."

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"I swim every day at 7 am and this is where I met my husband! COVID put a damper on this for four months and I did replace my swim with a brisk 4 mile walk every morning, before work around where I live. The Sherwood pit tip is a lovely walk, and you can see deer, foxes, rabbits and squirrels, up on the top if you are quiet. This was not too bad as I was working from home on lockdown."

"Second lockdown: I am currently having to do the same again, due to the pool being closed. I have changed jobs and working in the office again in Ashfield. I get up at 5.30 am and out the door for 6 am and do an hour and 15 walk, straight in the shower and drive to work for 8.30 am."

"I must admit that it has taken dedication, on my part, to get up in all weathers to get out. Not so bad during the first lock down, as it was warmer weather but a little harder for me in winter, as I have arthritis in all of my toes. Not always good first thing in the morning but the medication has helped. As I am addicted to exercise, I have to do something each day."

**WE ARE
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OUTDOOR ACTIVITIES

The pandemic has highlighted the importance of being outdoors, with millions of UK residents turning to nature as a coping strategy, particularly during lockdown. Evidence shows that being more connected to nature and, through doing this, connecting with other people helps lower stress levels, fatigue and anxiety, alongside physical health benefits.

Green social prescribing is a growing movement which carries this principle forward, providing much-needed support to people who are struggling with their mental health, by connecting them with community groups and local green initiatives for practical and emotional support.

Nottinghamshire has been successful in a bid to be one of seven Government funded Green Social Prescribing Test and Learn sites, through the Nottingham and Nottinghamshire Integrated Care System (ICS), to run this two-year pilot nature-based programme. It is planned that this extends into the county in its second year.

In addition to providing walking support for local residents, the We Are Undefeatable team were contacted by representatives from Forestry England to discuss ways of reaching out to the local community to encourage the use of Sherwood Pines and other more local woodland areas.

It is clearly recognised that the use of open/safe spaces to support physical activity and improve mental health is something to encourage Mansfield residents to engage with. At **Northfield Avenue Community Allotments**, the focus is on being accessible to all. Led by a local champion who manages long term health conditions herself, people are encouraged to get involved "out of the house and in a safe environment".

Feedback from Social Prescribing Link Workers using the allotments to meet clients, suggests that it is a less formal meeting environment and also gives clients the opportunity to see the community allotment in action. One of the biggest concerns for people when trying something new is having the confidence to turn up in the first place - their perspective is that when using the community allotments as a meeting space, the concerns of clients are removed.

The allotments are inclusive, helping wheel chair users and those with Long COVID. We Are Undefeatable Mansfield has 'pump primed' activity with a small amount of funding to cover the cost of raised beds. Northfield Avenue Community Allotments have worked with 90 people over a 12-month period and are now providing fresh produce to over 20 families per week.



COMMUNITY BASED ACTIVITIES

As indicated earlier, one of the key strengths of the approach taken by Mansfield CVS and the Oversight Group has been the ability to engage quickly and flexibly with wider community based organisations. These are the 'trusted voices' living and working in local wards in Mansfield town and former mining villages on its outskirts.

In many of these instances, Mansfield CVS has taken the approach of 'pump priming' activities with small amounts of We Are Undeatable funding. This has enabled individual organisations and their volunteers to work safely to encourage people to reengage with a wide range of activities. These include:-

Mechanics Institute Snooker Club - this small community club catered almost exclusively for older men and **a number of the members have long term health conditions**. The committee of the snooker club were concerned that should they re-open, a lack of ventilation could make its members vulnerable to COVID-19 infection. Unlike most snooker halls, the building has windows and it was decided to tint them, allowing vents to be opened without allowing day light into the room. We Are Undeatable funding was used to overcome this key barrier, enabling the Club's members to become actively involved in the sport again.

Hetty's – is a Mansfield based charity providing emotional help and support to families affected by a loved one's alcohol or drug use. They have engaged with We Are Undeatable and have accessed Sport England's Tackling Inequalities funding for clients, coordinated by Active Notts, during the pandemic. This has included:-

- Equipment loaned to families to help them be active at home.
- Offering a range of online health and wellbeing classes - Yoga Flow, Move to Music, Line Dancing - all badged as 'Beat the COVID Blues'. These were provided live on FB and shared via other social media.
- One of the staff team does a 'walk and talk' online for carers and kids in his own time which provides the opportunity for them to see different parts of the county.
- Use 'walk and talk' a lot to work with clients but recognise that it is weather dependent.

Hetty's report that they feel that they have debunked the myth that you need to go to a gym to be active. They also commented that developing these sessions also helped their own team to deal with the pandemic.

Vibrant Warsop CIC – focuses on community based support in Warsop area. It has been key to supporting residents through the pandemic, has good insight into demand for local based activities and is a Community Champion anchor organisation. We Are Undeatable has supported the following activities:-

- Local carers group
- Sit Together/Fit Together group
- Pilates – pump primed to be facilitated via Zoom during lockdowns, including training for the instructor on how to move the classes online. This activity is now sustainable financially and is a model for other activities.
- Line Dancing

In many of these instances, Mansfield CVS has taken the approach of 'pump priming' activities with small amounts of We Are Undeatable funding to reopen in 2021.

Kingsway Hall – is a voluntary sector organisation in the Forest Town area of Mansfield that is also a Community Champion anchor organisation. They were asked by the community if they could restart Zumba Gold classes, where the average age is 65 and a number of the participants have long term health conditions. All of the attendees felt it would help their mental wellbeing to be able to attend a group with covid safety measures in place. In this instance, We are Undeatable has funded the room hire for a five month period which removed the financial risk for Kingsway Hall regarding both attendance and additional COVID-safe costs.

COMMUNITY BASED ACTIVITIES

Ladybrook Enterprises – is a community based charity that focuses on helping to develop and support its local community in the Ladybrook area of Mansfield. It is also a Community Champion anchor organisation. Local residents are helped through person centred responsive provision and the ethos is that it is really important to live rather than just survive. The team has worked with We Are Undefeatable throughout the pandemic. Alongside some funding received through the Tackling Inequalities fund, they began to find new ways of motivating and reconnecting people to be active, despite the pandemic.

A new project, Help at Hand Mansfield, also provided services for those who were shielding or isolating due to medical problems. The co-ordinator provided encouragement to people to keep active around the home and signposted to other sources of help. The We Are Undefeatable leaflet and Active at Home booklet, alongside resistance bands, were distributed as appropriate.

The Ladybrook Enterprises team provided a wide range of activity including:-

- allotment gardening
- walking
- dancing
- cycling
- decorating, cleaning and de-cluttering.

Two people purchased and were coached to use a Fitbit as a tool to improving sleep and exercise. As well as the group sessions, music CDs, weights and resistant bands were provided. Coaches attended the Cancer Support Group, women's group and health and wellbeing group. In addition, several courses were designed to unblock barriers and help people take the next steps into activity. Measurements of success:-

- Coaching and one to one mentoring to be more active = 33 people
- Joined physical activity sessions at the centre = 7 people plus 2 carers
- WAU Booklets and resistance bands used at home = 20
- Cycling (with carer) = 1
- Walking = 5

Support available through We Are Undefeatable and the Community Champion programme has facilitated a range of complementary support. For Ladybrook Enterprises, Community Champion funding had helped to support access to vaccinations, information regarding COVID guidance and local support available. The team contacted and disseminated information, booked vaccinations and community transport. This service remains in place, with information provided to approx. 500 people through the services at the centre, posters and direct conversations in person or telephone. In addition, social media messaging via Facebook has reached over 1,500 people during this period.

In all of the above instances We Are Undefeatable Investment has been used to work with trusted community partners that were already working with disabled people and people with long term health conditions. The coordinated approach and funding made available through We Are Undefeatable has resulted in the development of new activities accessible at a community level.



CASE STUDY



Exploring Your Personal Independence



Exploring Your Personal Independence is a course provided at Ladybrook Enterprises. The content focuses on being independent and supports participants to articulate their own needs, both in Personal Independence Payment (PIP) benefit assessments but also during health appointments. Models of Disability, Medical, Social and Biopsychosocial Model are explored alongside pain. This gave insight into how individuals see themselves and the barriers they put up because they have 'something wrong with us.'

The benefits of activity and exercise in improving physical and mental health were included, along with We Are Undeatable information and details of other opportunities for exercise.

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CULTURAL SERVICE BASED ACTIVITIES

One of the unique aspects of the We Are Undefeatable Mansfield pilot has been the active engagement of Mansfield District Council's Cultural Services lead who has extended the traditional 'focus' of this local authority 'offer' to look at Arts and Health. This has taken the form of a number of pilot projects, including 'Make a Start Mansfield'; addressing respiratory conditions, including long COVID through singing; dance projects in specific wards. The team are looking at ways to work imaginatively with residents with both long term mental and physical health conditions. The linkages and networking with We Are Undefeatable have proved very timely and has facilitated further work involving Cultural Services and the Community Champions initiative.

The linkages and networking with We Are Undefeatable have proved very timely and has facilitated further work involving Cultural Services and the Community Champions initiative.



ENGAGING WITH EXISTING PHYSICAL ACTIVITIES PROVIDERS

At a County level, Nottinghamshire Public Health have invested in an integrated Wellbeing Service covering long term smoking cessation, weight management, falls prevention and physical activity. The service is provided through ABL Ltd and targets resources on areas of deprivation including those in Mansfield and District.

Known as 'Your Health, Your Way', having commenced in April 2020, the service has been impacted by the pandemic but has quickly established networks. **It sees We Are Undefeatable as a timely opportunity to establish what is happening in the area and not to duplicate provision.** Engaging with the Oversight Group has provided contacts and the opportunity to align with other work in the priority estates of Bellamy and Oaktree. This has also enabled ABL Ltd to review what support has been made available online.

In addition, at a District level there has also been active engagement by Mansfield District Leisure Trust, who run 4 local leisure centres and have a Health and Wellbeing Lead. Whilst they too were very impacted by COVID-19, staff have continued to engage with We Are Undefeatable and have found both the insight gathered through the various surveys and the networking very useful. Again at a local level, work and specific training is now underway for coaches to understand and support Long COVID sufferers.



Staff have continued to engage with We Are Undefeatable and have found both the insight gathered through the various surveys and the networking very useful.



ENGAGING WITH OTHER SUPPORT SERVICES

For many of the partners involved in We Are Undeatable, involvement in the Oversight Group and other networking opportunities has built both organisational and service provision understanding and scope to plan activity.

This has included the Age UK Nottingham and Nottinghamshire Connect Service, which focuses on helping people who feel they have deteriorating independence because of factors associated with age, mobility, disability, long term health conditions or bereavement. Many of those people are over 65's who have been significantly impacted by the pandemic, unable to access services online and needing face to face support. Like Mansfield CVS and many of the VCS organisations, throughout the lockdowns, the Connect service moved to helping with shopping, medications and phone support to counteract loneliness and isolation. It continued at a time when there was little/no Occupational Therapist support to assist older people to be able to live at home safely and is increasingly supporting many people severely impacted by NHS treatment and surgery delays. We Are Undeatable leaflets and Active at Home booklets were shared by the Connect Service during the lockdowns and they are now working closely with the We Are Undeatable lead to access walking support for clients detailed above.

Another key engagement in the We Are Undeatable pilot has been with Social Prescribing, both at a commissioner and practitioner level. At a commissioner level, work is underway on the social prescribing strategy for the county, working on primary care delivery/provision in the localities such as the Mid Notts Integrated Care Partnership which includes Mansfield and District and the two Primary Care Networks within it. This team includes two personalised care roles – that of a Care Coordinator and a Health and Wellbeing coach. They then work with Social Prescribing link workers to access broader support, including working closely with the We Are Undeatable Team at Mansfield CVS.

“

‘Social prescribing is an enabler – we have to work with the community assets. At the same time, clinical leads for locality have to inform the commission.’

”

*Head of Social Prescribing - PCN Development,
Nottingham & Nottinghamshire Clinical
Commissioning Group*

Analysis of Mid Notts Social Prescribing referrals in 2020/21 shows that:-

- The primary reason for referral being Self care/Management of a Long Term Condition represented 2.4%; 61% of referrals were for a COVID-19 Wellness Check and 18.5% for Mental Health/Wellbeing.
- Onward referral by Social Prescribers in Mid Notts to Weight Management/Nutrition/Exercise was 4% of the total of onward referrals. It should be noted that Mental Health support stood at 15%.

As referenced above regarding NHS elective treatment waiting lists, work is underway involving a number of the We Are Undeatable partners to see how best to support individuals to ‘wait well’.

ENGAGING WITH OTHER SUPPORT SERVICES

In terms of engagement and feedback from the Social Prescribers, comments include:-

"Working with MCVS/WAU has been great. They get on with things quickly, provide information from 'trusted sources' that local people will engage with."

These practitioners recognise that it is important to be seen as independent of GP's and clinical teams but equally, they recognise the challenges for local residents. The view is that GPs like the idea of physical activity but do not have enough time to really engage with what is available so have increasingly referred to their Social Prescribing teams to facilitate physical activity interventions. During the We Are Undefeatable pilot, linking into physical activity has 'moved up the list', including chair based exercises and the Social Prescribers are planning to introduce more 'health and wellbeing' type activities, including mental health support, locally.

Feedback from the Social Prescribing Link Workers has been strongest around four key aspects of We Are Undefeatable:-

- Provision of specific resources – both in terms of booklets and online
- Interaction with the wider partnership to understand and network, gathering information on what is out there in 'real time'.
- The training on physical activity facilitated through We Are Undefeatable (see below) – the view was that this was very helpful in identifying general activity solutions for individuals and has raised their confidence and knowledge in how to incorporate advice on physical activity for those with long term health conditions.
- Addressing the lack of face to face benefits advice and support for people with long term health conditions or disability locally.

The We Are Undefeatable pilot has brought the opportunity to have discussions with DWP leads at a local level around the benefits of physical activity to benefit claimants, both physically and mentally. Historically, there has been a strongly held fear that being more active could lead to a direct reduction in benefits. This assumption needs to be challenged and at the same time, DWP staff need to be able to understand the long-term benefits of becoming more active and offer reassurance to claimants.

As part of this key focus, the We Are Undefeatable project team considered the Mansfield Resident Survey undertaken in August 2020 which highlighted cost as the barrier to many respondents in terms of accessing physical activity opportunities. Whilst the project team continue to remind people that being active does not have to be formal and costly, they also wanted to explore the possibility that people are not accessing financial benefits which could then enable them to attend more formal opportunities.

A key development is work investigating if direct payment benefits can contribute to the costs of physical activity for individuals. Work is underway with the DWP to see if this type of funding support is eligible. In addition, Ladybrook Enterprises have talked to members of the local community about physical activity as part of their support around Personal Independence Payments assessments. We Are Undefeatable Mansfield has provided the opportunity for discussing these issues and potentially influencing system change.

In addition, working with Disability Nottinghamshire, a range of information leaflets and on-line sessions were developed explaining a range of benefits and eligibility criteria.



CASE STUDY

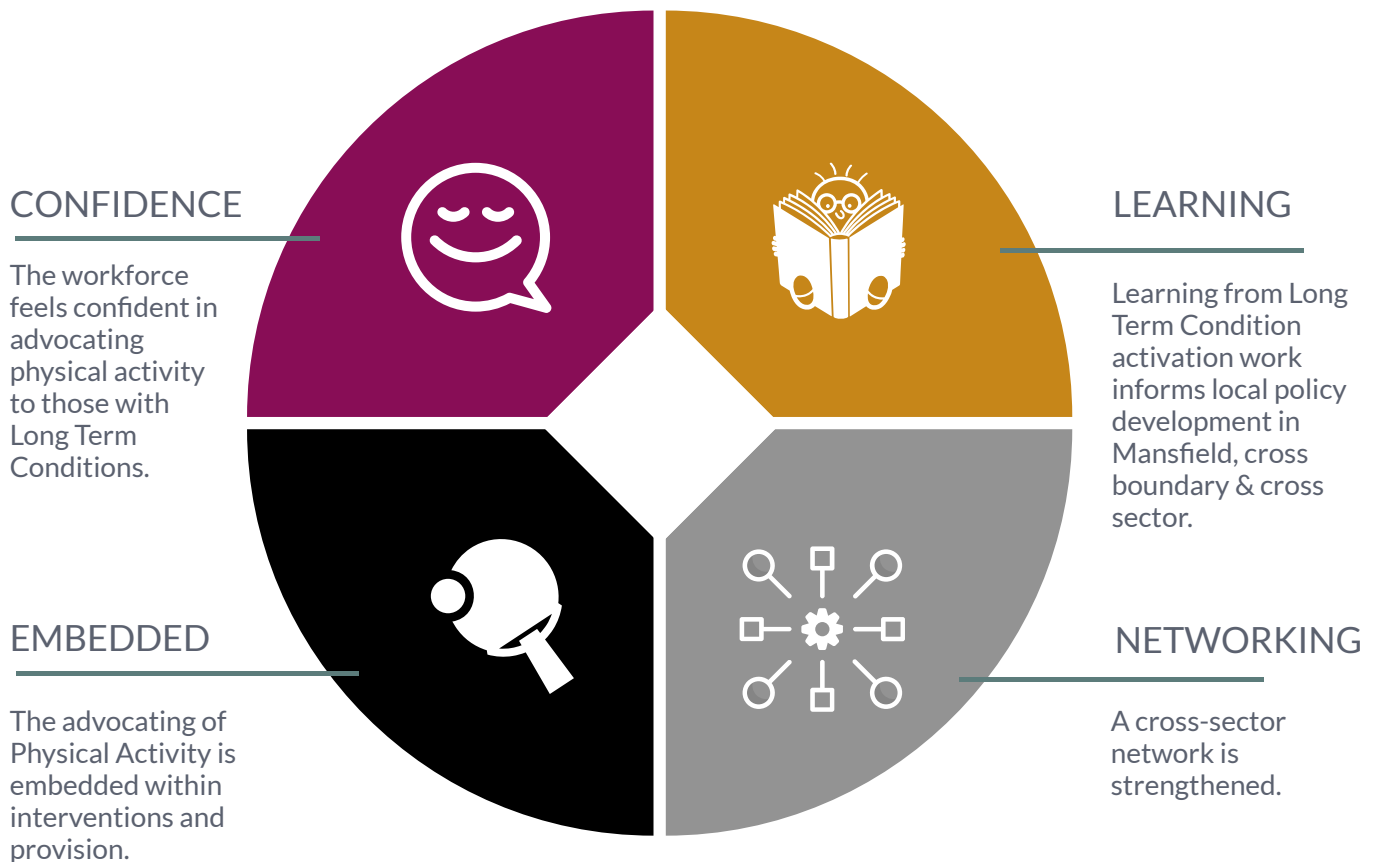


This 83 year old suffers with bad back pain and was waiting to have injections to help with this. During lockdown, she received help from Ladybrook Enterprises on moving around her home more and gentle stretches that would help with her back pain and mobility. It was suggested that she attend a chair based DanceFit class which she has done regularly and has now received the back injections which have really helped her. As well as the classes, she was provided with additional exercises to do at home to help improve her posture. This individual wanted to work towards a personal goal of being able to do the class standing up and after several weeks of building her stamina, she now stands throughout the whole class with the support of a chair. She has also started to attend a 'stretch and core' session.

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WORKFORCE DEVELOPMENT

As part of its original We Are Undefeatable submission, Mansfield CVS and local partners identified the following **Logic Model Outcomes** around workforce development:-



WORKFORCE DEVELOPMENT

Recognising the need to develop local knowledge and skills, Mansfield CVS worked with the PHE Physical Activity Champion covering the area. In addition to healthcare staff being trained using the national package, the Oversight Group supported the commissioning of the following training session:-

Physical Activity, Falls, Facts and Fun - a phone call, doorstep, and care home approach.

These bespoke training sessions were provided online and attended by a range of front-line staff including AGE UK, Social Prescribing Link Workers, NHS and local authority staff. The opportunity was shared with partners through the Mid-Notts Integrated Care Partnership and further afield with WAU Bolsover who are now delivering this training to front line staff.

To date 43 front line staff have benefitted from the workshops. A follow up on line survey established that:-

- 73% of respondents are now 'Very Confident' in suggesting physical activity – up from 27%
- 90% believe that their offer around physical activity has benefitted (see Appendix 5 for example training content).

“

'I have been able to support people to become more physically active and doing things they enjoy! That doesn't have to be traditional exercise!'

'I feel more confident when encouraging people and they demonstrate that they are taking on board what I have said.'

”



WE ARE UNDEFEATABLE

Free Training

Physical Activity, Falls & Fun - a phone call, doorstep & home care approach

Sessions available

**12th, 17th & 19th February
10am - 12 via Zoom**

**Book your place - email
jwakefield@mansfieldcvs.org**

- Are you working in social care?
- A social prescriber?
- Want to know more about physical activity, its health benefits and what this means to the people you are trying to help?

WORKFORCE DEVELOPMENT

Arthritis Action

Training was offered to front line staff in relation to supporting physical activity for those living with arthritis, providing details and reassurance on the benefits of physical activity.

The above approaches to workforce development and partnership working has highlighted that:-

- Referral information needs to be current.
- Details need to be shared on the range of physical activity opportunities available, including delivery methods, intensity levels, accessibility.
- Information on potential barriers to engagement needs to be included – e.g. cost/transport/timings/suitability to people's individual needs. Furthermore, partners need to consider how to remove barriers and how people are best supported to access opportunities across the District.

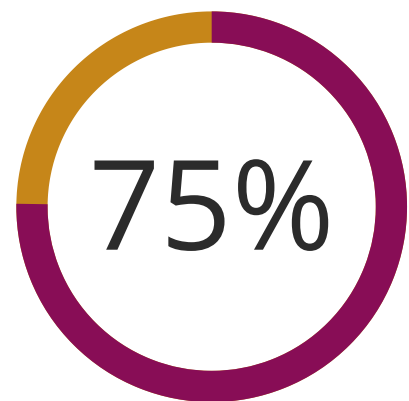
The impact of this training and knowledge sharing was tested out further in the Stakeholder Survey, with 75% of respondents stating that being involved with WAU Mansfield had improved their knowledge on advocating physical activity for people with long term health conditions. Comments included:-

“*Specific support re conditions i.e. arthritis, etc. has been really helpful. The positive images of people with both physical and other disabilities has been both refreshing and impactful on the community. I think it has helped people to question this.*”

“It was great to see about all the different ways the pilot gathered its people/ advisors and to hear their experiences together to keep us well informed and educated.”

”

POSITIVE IMPACT

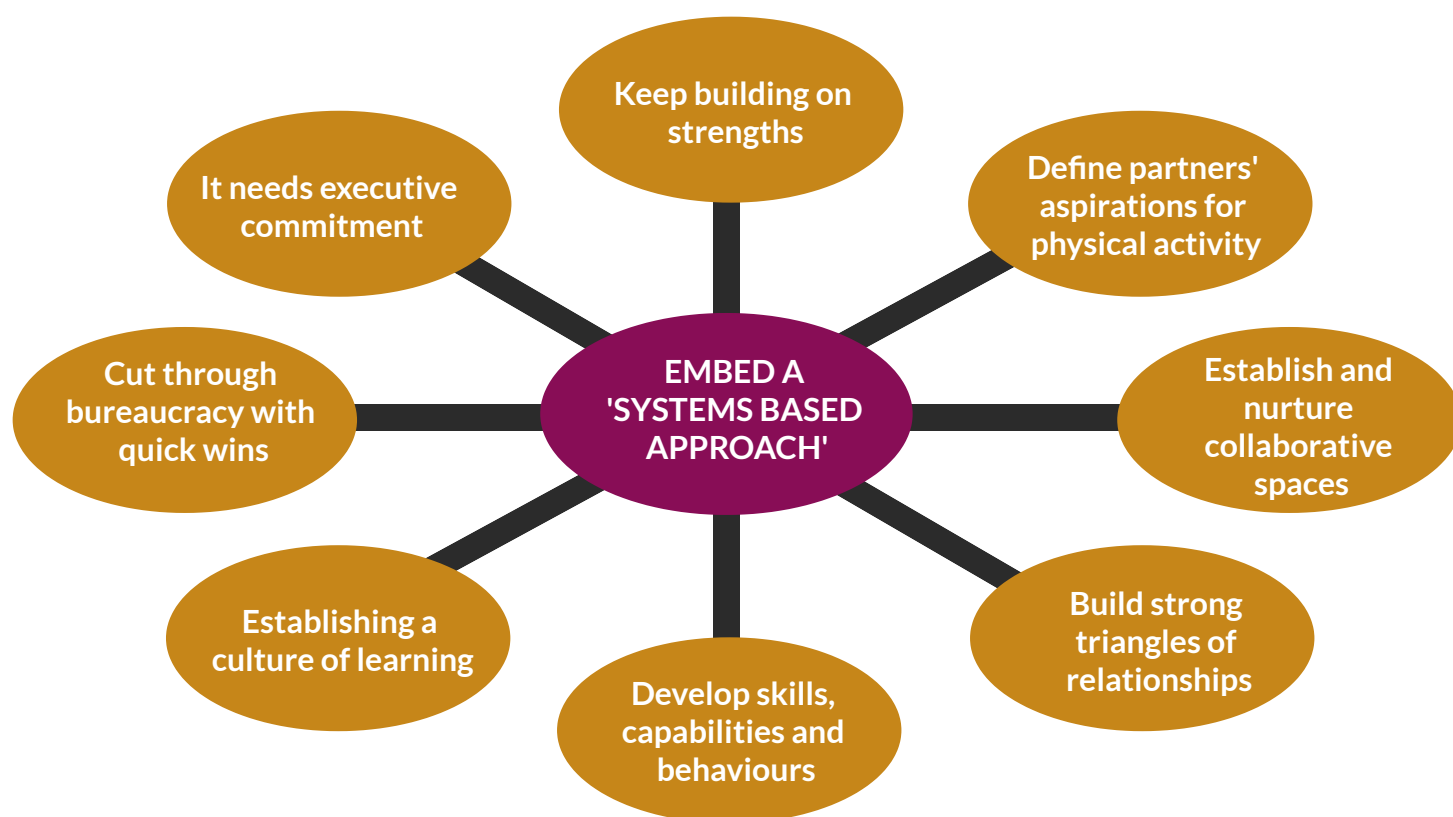


The impact of the training and knowledge sharing was tested out further in the Stakeholder Survey, with 75% of respondents stating that being involved with WAU Mansfield had improved their knowledge on advocating physical activity for people with long term health conditions.

UNDERSTANDING AND INFLUENCING THE SYSTEM

Active Derbyshire and Active Notts² reported on trying to change behaviour in less active communities and advocated for the understanding of a **Systems** approach, the **Conditions** for achieving it and vitally how to **Embed** it as set out below:-

EMBED A 'SYSTEMS-BASED' APPROACH



The original Logic Model for We Are Undefeatable Mansfield had as outcomes:-

- Learning from the long term health conditions activation work informs local policy and future work in Mansfield and further afield, cross boundary & cross sector
- The advocating of Physical Activity is embedded within interventions and provision.

Further recommendations around influencing the system were included in the Interim Evaluation report in December 2020:-

- Strategic Advocacy – do we have the right balance of strategic influencers engaged?
- Representation – are the right people round the table to create effective networks as set out in the original logic model?
- Partnership Alignment – developing a strategic approach for ensuring that physical activity is referenced across relevant networks, leading to sustainable outcomes.

These align with the Embedding a Systems Based approach, as set out by Active Derbyshire and Active Notts above.

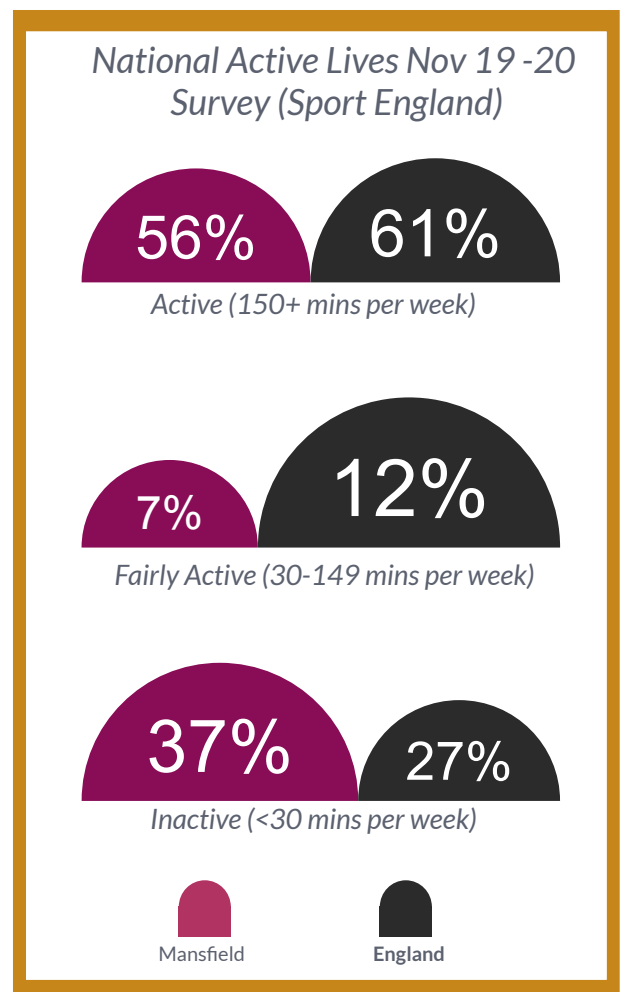
² Trying to Change Behaviour Through Working With Less Active Communities
Insight – Active Derbyshire & Active Notts

The **Making Mansfield; Towards 2030** strategy clearly highlights Wellbeing as one its priority themes:-
'Our ambition for wellbeing is to create a flourishing place where people are healthy and happy'. The priorities to achieve this include:-

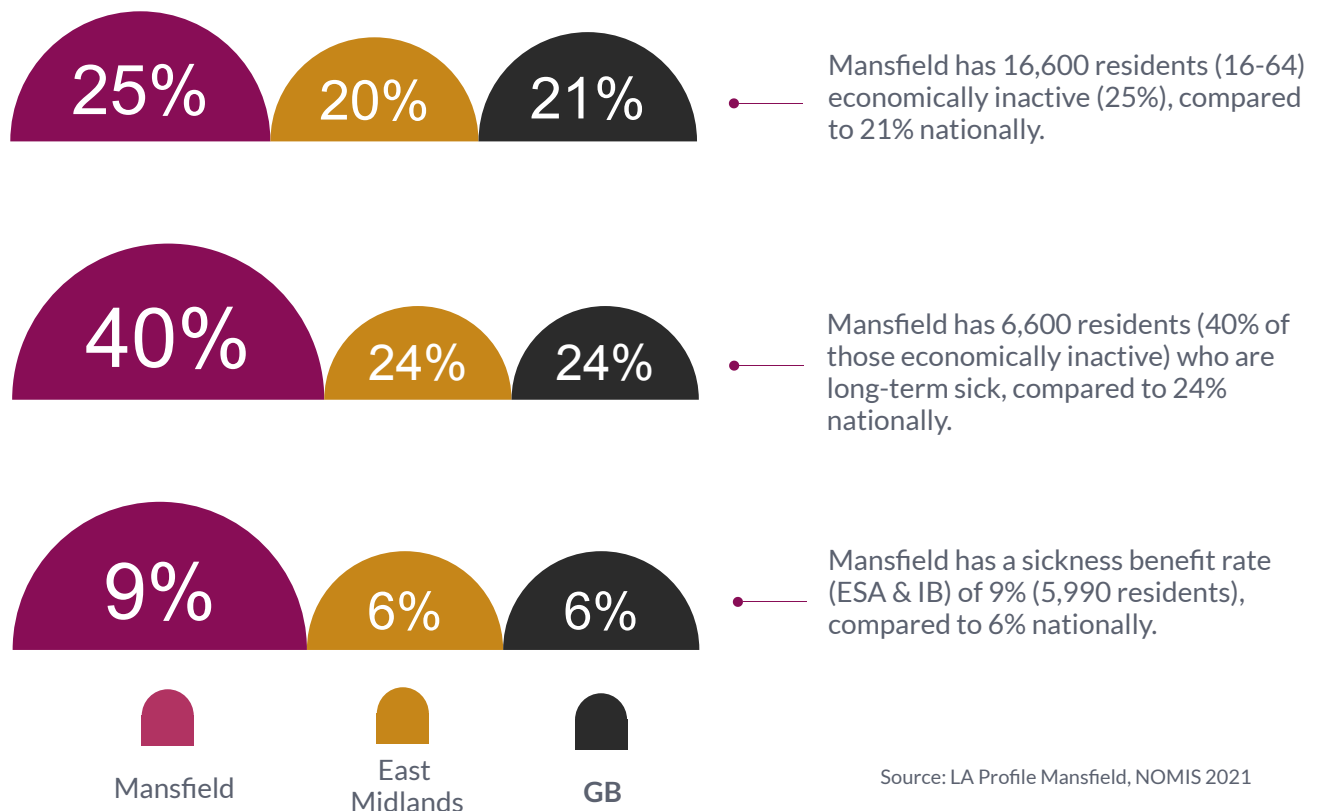
- Create an environment where people lead safe, healthy lifestyles and have the opportunities to be physically active.
- Support and encourage people to make healthy choices.
- Support a good quality of life for those that live and work here.
- Understand and respond to the needs of communities and be advocates for support and intervention.

As indicated earlier, Mansfield continues to have significant challenges with many deprivation issues and these have been compounded through the pandemic. The historic low levels of physical activity and poor nutrition have led to high levels of obesity, with the Active Lives Adult survey 2019/20 highlighting that **37% of adults in Mansfield do less than 30 minutes of exercise per week, against a national rate of 27% of adults doing less than 30 minutes of exercise a week.**

The above information is underlined by the historic high levels of inactivity and long term sickness rates in Mansfield, compared to regional and national averages.



Mansfield Inactivity & Sickness Rates (Labour Market Profile)



Source: LA Profile Mansfield, NOMIS 2021



CASE STUDY



"My name is Jo and I've been on a bit of a fitness journey over the last year (if you can call it that!)"

Jo's story

“

"I bought myself a Fitbit watch and challenged myself to do 10,000 steps a day. Within a month, I was exceeding this..."

”

"I have had asthma from the age of seven which is hereditary – my dad had severe asthma, Bronchitis and eventually COPD. I keep it under control using two steroid inhalers, however, if I am unwell or exercising, I need to use my inhaler more. I have always been a little heavier than I should be – and before this year, I struggled to go upstairs without wheezing.

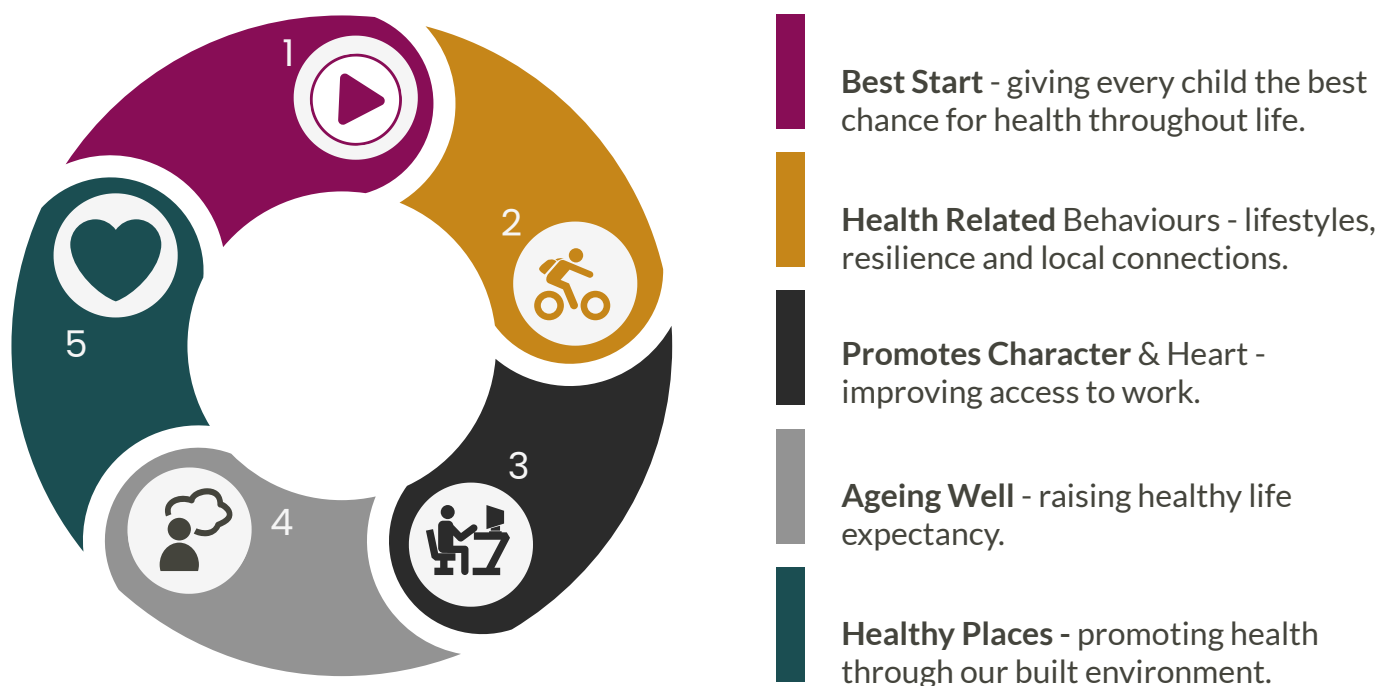
Parking was pretty bad at work, and as I live close, I decided I would start walking – it was roughly a 20 minute walk each way. Although at first, the thought of getting up and walking didn't thrill me with joy – I actually started enjoying it. I bought myself a Fitbit watch and challenged myself to do 10,000 steps a day. Within a month, I was exceeding this and really enjoying my walks, choosing to leave my car more and more!

I didn't really register this had made much impact until at a routine asthma appointment with the GP – she told me that my inhaler use had gone down dramatically, and my lung capacity was much improved. I'd even dropped a few pounds. Now I'm currently working from home, I still make myself do over 10,000 steps a day and recently bought a Fitness game for my Nintendo – I feel fitter than I have in my whole life!"

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Five priorities have been identified by the **Mansfield Health Partnership**, some of which have been adopted from the ambitions outlined within the Nottinghamshire Health and Wellbeing Strategy. These priorities reflect the complexity and the impact that the wider determinants of health can play on an individual.

Mansfield Health Partnership Priorities (2021)



The **Mid-Notts Integrated Care Partnership** sees **We Are Undeatable** as part of wider work to 'actively listen' to identify health inequalities and as a mechanism in helping to change behaviour and attitudes. It fully recognises that changing people's mindsets is a critical element to 'levelling up' in Mansfield and District. The role of Mansfield CVS is very much acknowledged for their effective engagement, ability to mobilise very quickly and change behaviour/lifestyle choices so that local residents take ownership and change preconceptions about long term health conditions and disability.

Mansfield CVS, through its 'trusted voice' and ability to respond quickly has had public sector funding released to it which in turn stands a good chance of reducing demand on public services.

Other elements of success has been the ability of Mansfield CVS to highlight **We Are Undeatable** to both Nottinghamshire Healthcare NHS Foundation Trust, with its focus on integrated healthcare services, including mental health, intellectual disability and physical health services and the talking therapies provider Insight IAPT.

“

‘Mansfield CVS is front and centre of the partnership – it has helped to achieve both pace and scale, local reach and intelligence. This in turn has been instrumental in Community Champions success and the COVID vaccination programme.’ ”

(Mid-Notts Integrated Care Partnership)

The opportunity to be a We Are Undefeatable pilot has influenced the prioritisation of physical activity at a strategic level across a range of key thematic partnerships. We Are Undefeatable is firmly referenced in all latest strategic 'place' frameworks, including the physical activity priority for the Mid-Nottinghamshire ICP Board, being:-

'Help local people to know about what is happening and there is an increased take up of existing campaigns across our communities'.

At a **District Council level**, We Are Undefeatable has had very good working relationships with both Health and Leisure Services and Cultural Services. Both local authority service areas recognise the unique impact that being Voluntary Sector led has brought to the project and the fact that the community-based organisations such as Ladybrook Enterprises and Vibrant Warsop are crucial to making things happen. The approach of 'pump priming' community-based activities, particularly in response to the pandemic impact, has been welcomed. The local authority services also recognise that the Oversight Group has facilitated improved cross organisation working for them with other health-based services.

For **Voluntary and Community Sector** partners, the view is that We Are Undefeatable and the VCS pandemic response to supporting local residents to think about their health and being physically active, is the template to how services should be configured - funded frontline services, working responsively and enabling people to be accountable. Supporting local residents to be active has been '*simplified*' and these community organisations now know that people '*do not have to put Lycra on*' to address their physical and mental health.

The success of Mansfield CVS in facilitating a coherent responsive partnership is very much recognised along with the knowledge base and expertise of its staff. At the same time, the local VCS organisations are concerned to ensure that the local, personalised support that they have offered is sustained, be it a through a continuation of Community Champions funding, other Community Renewal-type funds or mainstream funding.

For **Active Notts**, the We Are Undefeatable pilot has provided an opportunity to bring its focus to an area with long-term health challenges and to align the We Are Undefeatable support to other funding support available such as the Sport England Tackling Inequalities fund. Many of the voluntary and community organisations feel that this has brought a new opportunity for them to look across the piece at how they support physical activity in their community across all age groups.

“

Whole systems approach is better. What about including highways and byways to assist with cycle routes if they aren't already linked?

Working together is crucial to success.

I believe the start of the project was great and I could see great value in its work. The work done at developing the partnerships is encouraging and it is a shame that this was slowed by the pandemic. We worked closely to integrate resources into the limited groups we were holding and this was well received and encouraging.

This project allowed the development of workforce training in physical activity to local workers.

Would like to see all partners and networks focus on local perspectives and using community front line services.

”

LEARNING POINTS & INFORMING WAYS OF WORKING

At the onset of the We Are Undefeatable activation area in autumn 2019, Mansfield was unique in that it was the only pilot at the time to be led by the voluntary and community sector. Whilst the pandemic in early 2020 meant that early plans for a Health and Wellbeing Hub had to be shelved, Mansfield CVS and the Oversight Group have sustained focus over the 20 month period.

This pilot has been very much 'Made in Mansfield' as can be seen from the challenges faced by local residents and the range of activities supported to engage them.

The VCS-anchored nature of this pilot has meant that insight into the issues faced by individuals with long term health conditions or disability has 'told it how it is'. The cause and effect of health on economic inactivity and the consequent lack of motivation and low self-esteem is recognised by Mansfield CVS project staff and those working in trusted organisations. They have delivered food parcels, helped people on short walks, collected medications. This lived experience and 'on the ground' perspective highlights that there can be a danger of looking at the issues from a 'system change' perspective and that more can be achieved by having an understanding of the lifestyle choices that are causal factors of poor health and lack of activity. Steps achieved can be seen as modest, however this person centred approach has brought real understanding on why it is hard to become motivated and sustain that motivation to become more active.

At a 'Place' level, Mansfield Health Partnership brings partners together and it is critical that this group consider the learning points from the We Are Undefeatable pilot to help focus on preventative interventions. Mansfield CVS is a member of this Partnership and it is vital that learning from this pilot and the closely interlinked Community Champions work demonstrates the VCS voice and value in shaping plans for joint commissioning. Work is already underway to look at setting up Health and Wellbeing clinics in key localities where people have historically gone to the Emergency Department at the local hospital rather than access their GP.

Partners do recognise the complexity of the funding landscape for supporting health and wellbeing – Public Health commission some services at a County level, Leisure services are commissioned by District councils and then there are a plethora of other health and wellbeing services funded via the NHS.

It is also recognised that the pilot funding provided by Sport England enabled flexible, responsive, local commissioning. This allowed the pilot to work proactively throughout and maximised the development of opportunities at a community level.

The key challenges to be learned from We Are Undefeatable include:-



- Engagement with specialist clinicians may have brought a different focus.



- An earlier focus on data tracking, collection and evaluating success and individual outcomes.



- Partners have praised the flexibility and responsiveness of the VCS but at the same time, this can result in a 'blurring', perceived or real, of agendas, outcomes and outputs.

KEY LEARNING POINTS



01 Partnership Working

The pilot has acted as a catalyst to build stronger and wider partnership opportunities, particularly amongst the VCS and health partners. Partners are now more engaged with the VCS and are aware of local opportunities which can support the health and wellbeing of disabled people and people with long term health conditions. In addition, the VCS is more aware of the role of NHS organisations and their ways of working.



02 Networking

All partners have valued the opportunity to share both strategic and operational information through the Oversight Group and related communications channels. The proactive, centrally coordinated approach led by Mansfield CVS has been a key enabler for this, whilst also growing its own networks.



03 Building Knowledge

The elements focused on workforce development and capturing and sharing insight have provided significant value to both individuals and partners involved, from an integrated service perspective. This has enabled individuals, including healthcare professionals, to develop their knowledge and skills to confidently advocate the benefits of physical activity.



04 VCS Approach

This pilot has enabled the VCS to demonstrate its flexibility and reach into local communities. This has resulted in an improved understanding of the benefits of physical activity. Furthermore the VCS has demonstrated how it can advocate physical activity in order to address the barriers for local residents and expand the range of opportunities for people to engage with.



05 Information Sharing

The pilot has demonstrated the paramount importance of taking a well organised and coordinated approach towards 'live information' sharing. This includes the dissemination of campaign communications to communities to encourage the take up of physical activity. It has also enabled the collection and interpretation of information on barriers, benefits and opportunities of physical activity.



06 Being Flexible

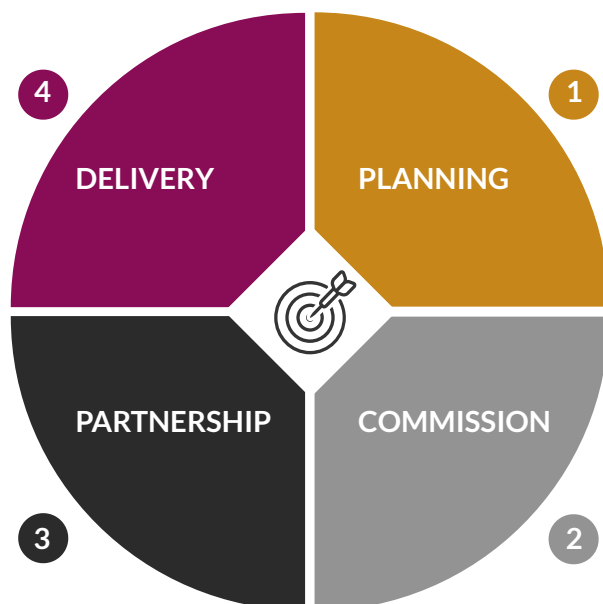
The partnership supporting the development and delivery of We Are Undefeatable has demonstrated the importance of adapting to change, ongoing self-review and taking a proactive approach towards health and wellbeing delivery in response to emerging issues. This has included responsive commissioning utilising local insight.



07 Influencing Systems

There is growing evidence from the pilot that demonstrates the importance of engagement and influence across service areas and partnerships utilising the 'trusted voice' of community groups working cohesively across the VCS to influence the 'place agenda' (DWP, ICP, District Council, Active Notts, etc).

WE ARE UNDEFEATABLE MANSFIELD: FUTURE DEVELOPMENT



1

Scoping out 'pillar projects' for funding opportunities as they arise. This includes Community Renewal Funding and arts and health, focusing on long COVID, mental health in young people and those that are disengaged.

Developing a long term 'We Are Undefeatable' accreditation for facilities/activities/groups for those with long term health conditions or disability.

2

Widening the 'pump priming' funding model to initiate activities in the community but then assist those activities to become self-sustaining. This could include creative approaches to utilising Direct Payment benefits to contribute.

Looking for creative ways to introduce more preventative activities e.g. walking to school.

Working together to provide community transport is key to getting people out of the house and to activities.

3

Working together to understand what 'follow on' physical activity options are available for people. Part of this has to be the need to discuss and have available a 'discounted' route to support people with their lifestyle change.

Engaging with Green Social Prescribing work underway in Nottinghamshire.

4

Developing the Mansfield CVS website to link to local activities and partner sites - a map of local services. This will better enable the CVS and partners to meet the needs of the community as we learn to live with COVID.

Ongoing access to We Are Undefeatable national materials.

CONCLUSION

The overwhelming collective view is that being a **We Are Undefeatable activation area** has had a very positive impact in Mansfield and District. It has provided a real catalyst for working together in the most challenging of times.

Partners now have a much clearer understanding of the strength and capacity of the voluntary and community sector and recognise that this pilot has provided an effective way of consortium working and sharing of current insight. This has been achieved through the use of 'pilot/project funds' and the challenge remains for local statutory partners to fully recognise this value and fund VCS infrastructure and 'preventative activities' as part of COVID-19 recovery work in the area.



A number of partners now have a much clearer understanding of the strength and capacity of the voluntary and community sector and recognise that this pilot has provided an effective way of consortium working and sharing of current insight.

APPENDIX 1 - INITIAL LOGIC MODEL

INPUTS

- Mansfield Health Commission Report, Active Lives Survey, NOMIS data, NHS Let's Get Moving Commissioning Guidance and additional local data and insight to inform.
- We are Undeatable (WAU) toolkit and local comms plan
- Creation of an Oversight Group to include senior level representatives from multiple sectors and organisations across Mansfield – to include Patient Leaders /Ambassadors
- Facilitated networks at multiple levels and cross- sectors – the creation of advocates and champions for the work.
- Utilisation of Clinical Navigators, Patient Leaders, Link Workers and Volunteers working with the target demographic.
- Recruitment of a 3-day p/w role as a Co-Ordinator and lead for the work

ACTIVITIES

- Localised marketing and communications plan created and delivered to engage with those living with a LTC and their web of support
- Targeted engagement events across the district designed to build advocacy and support.
- Focused and prioritised Clinical Champion delivery in Mansfield and embedding the work into the newly formed Social Prescribing service through the PCN
- Stakeholder and pathway mapping
- Baseline scoping and mapping of current provision and pathways in the local area and understand the gaps.

OUTPUTS

- People with a LTC add local insight to that already obtained at a national level (gathering views from people with a LTC about the campaign – what's good, what could be improved, what is needed for the campaign to have its biggest impact).
- Making it Mansfield – the local landing of the We are Undeatable campaign increases awareness
- The joining up of networks and increasing stakeholders advocacy, which spans across sectors and at all levels (whole system approach).
- Local facilitation and support of current provision, through the joined up approach (e.g. through Clinical Champions, MECC and Social Prescribing)
- An understanding where provision and referral pathways are strong, where are the gaps and what are the opportunities for a person to become or remain physically active with a LTHC.

OUTCOMES

- People with a LTHC in Mansfield are reassured that PA is for them.
- People with a LTHC in Mansfield are a partner in the campaign activation, feel valued and able to influence the system (campaigns and activity).
- Learning from the LTHC activation work informs local policy and future work in Mansfield and further afield (cross boundary & cross sector).
- Pathways are joined up through key link workers and messages are consistent.
- Raise awareness in the workforce (enabling and frontline) through a joined up network & web of support.
- The workforce feels confident in advocating physical activity to those with LTHCs (reassurance).
- The advocating of PA is embedded within interventions and provision.
- Initial scoping with feedback loops built in help to inform the learning and inform future opportunities.
- Strengthening of a wide, cross sector network – beyond healthcare.

APPENDIX 2 - OVERSIGHT GROUP

TERMS OF REFERENCE

WE ARE UNDEFEATABLE (MANSFIELD) OVERSIGHT GROUP

TERMS OF REFERENCE

Purpose:

To strategically support the delivery of the ‘We Are Undefeatable Mansfield’.
Supporting the project to deliver effectively in line with its 4 main outcome areas:

- Messaging/communication
- Workforce support and development
- Creating networks
- Influence and system change

Key Objectives:

- To support and meet the WAU - Mansfield objectives, focussing on a methodology that through collaboration and partnership working helps deliver agreed goals and sustainable outcomes.
- To ensure action plans are developed and delivered in a timely manner in line with agreed WAU - Mansfield objectives and budgets.
- To support the delivery of the work using appropriate organisational data and intelligence.
- To support the anticipated Mansfield WAU outcomes by feeding back key messages to the Healthy Mansfield Partnership (and other organisations where necessary) highlighting areas of concern and good practice in order to influence systematic change.

Membership:

The current membership consists of representatives from the following organisations:

Active Notts, Age UK, CCG Mid Notts, DWP, Mansfield CVS, Mansfield District Council, Mid Notts ICP, MIND, Nottinghamshire Healthcare Trust, PICS, Sherwood Forest Hospital Trust

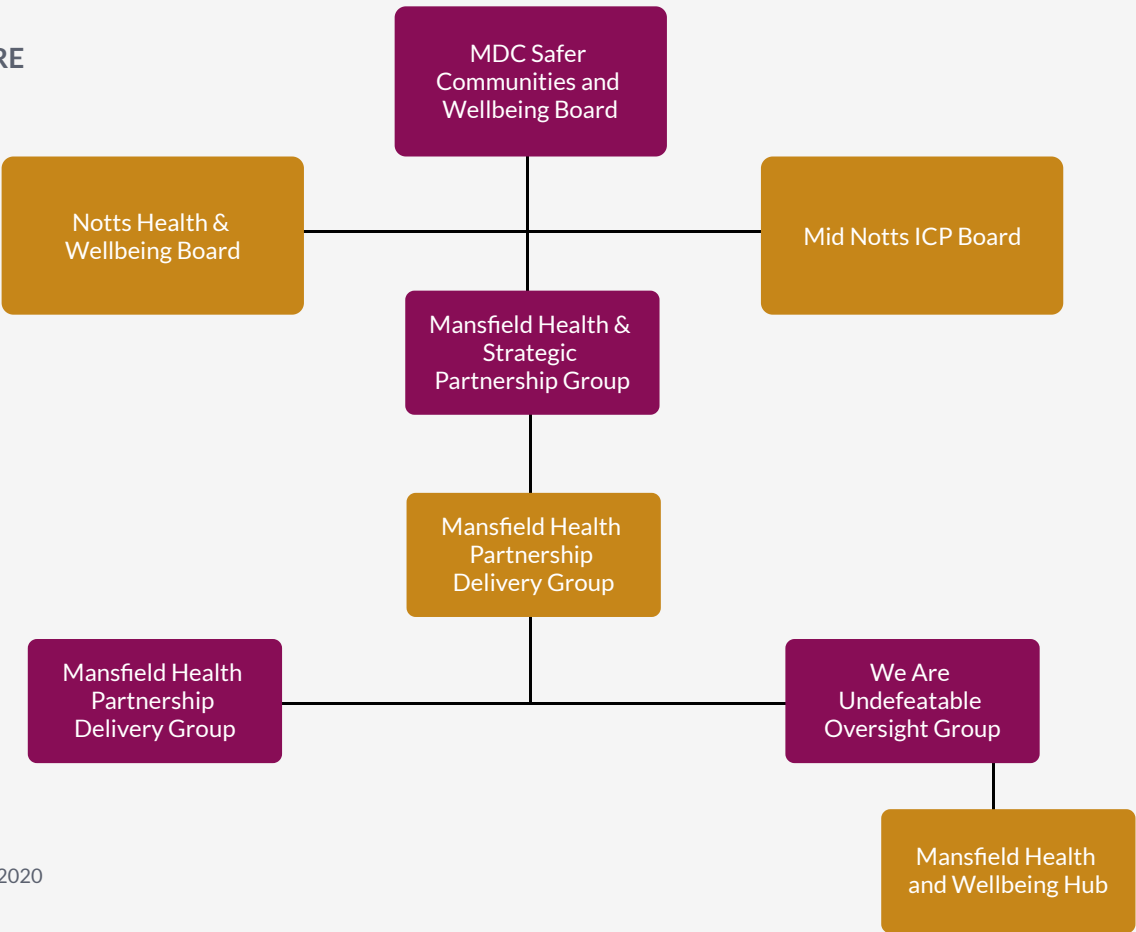
Meetings:

- To be held 6 weekly (in line with Mansfield Health Partnership Delivery Group Meetings)

Reporting:

- Quarterly, matching Sports England reporting requirements
- WAU - Mansfield summary to be tabled at Mansfield Health Partnership Delivery Group meetings and fed into the MHP Strategic group and other relevant forums (see below)

STRUCTURE



APPENDIX 3 - INTERIM EVALUATION REPORT RECOMMENDATIONS

A series of developmental recommendations were drawn up to shape the work plan for the pilot extension and are set out below:-

- **Strategic Advocacy** – do we have the right balance of strategic influencers actively engaged?
- **Continue to develop and refine the marketing plan** –building on the momentum established during the first stage of activity, with continued focus on a diverse range of channels, ensuring communications feature 'trusted voices.'
- **Look at the Community Champions route to spread the message** - working with key volunteers at a community level.
- **Activity Mapping** - map out opportunities for people with long term health conditions to get involved with physical activity, with specific focus on the challenges resulting from COVID-19.
- **Representation** - are the right people round the table to create the effective networks as set out in the original Logic Model?
- **Community Engagement** - further developing the targeting of outreach across the priority areas for Mansfield.
- **Cross Partner Working** - working through the existing partner workforce.
- **Workforce Development** - continue to develop physical activity awareness and advocacy training.
- **Partnership Development** - developing a strategic approach for ensuring that physical activity is referenced across the relevant networks, leading to sustainable outcomes.



APPENDIX 4 - COVID-19 INSIGHTS (SPORT ENGLAND)

Sport England published a national evaluation of the initial impact of COVID-19 on physical activity in June 2020, with the evidence developed into an update 'slide deck' and disseminated across the WAU pilot network. The feedback featured eight 'Key COVID-19 highlights'.

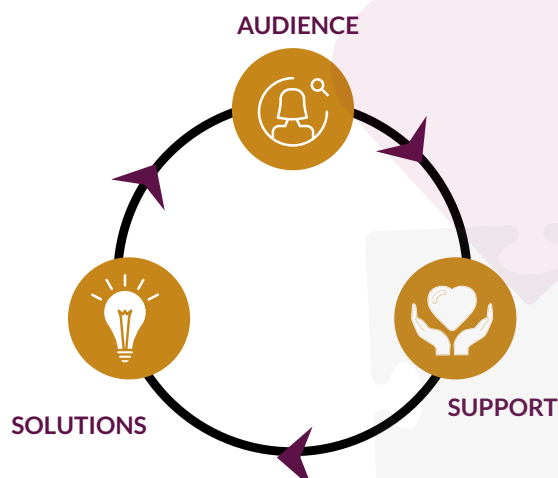


EIGHT 'KEY COVID-19 INSIGHTS'

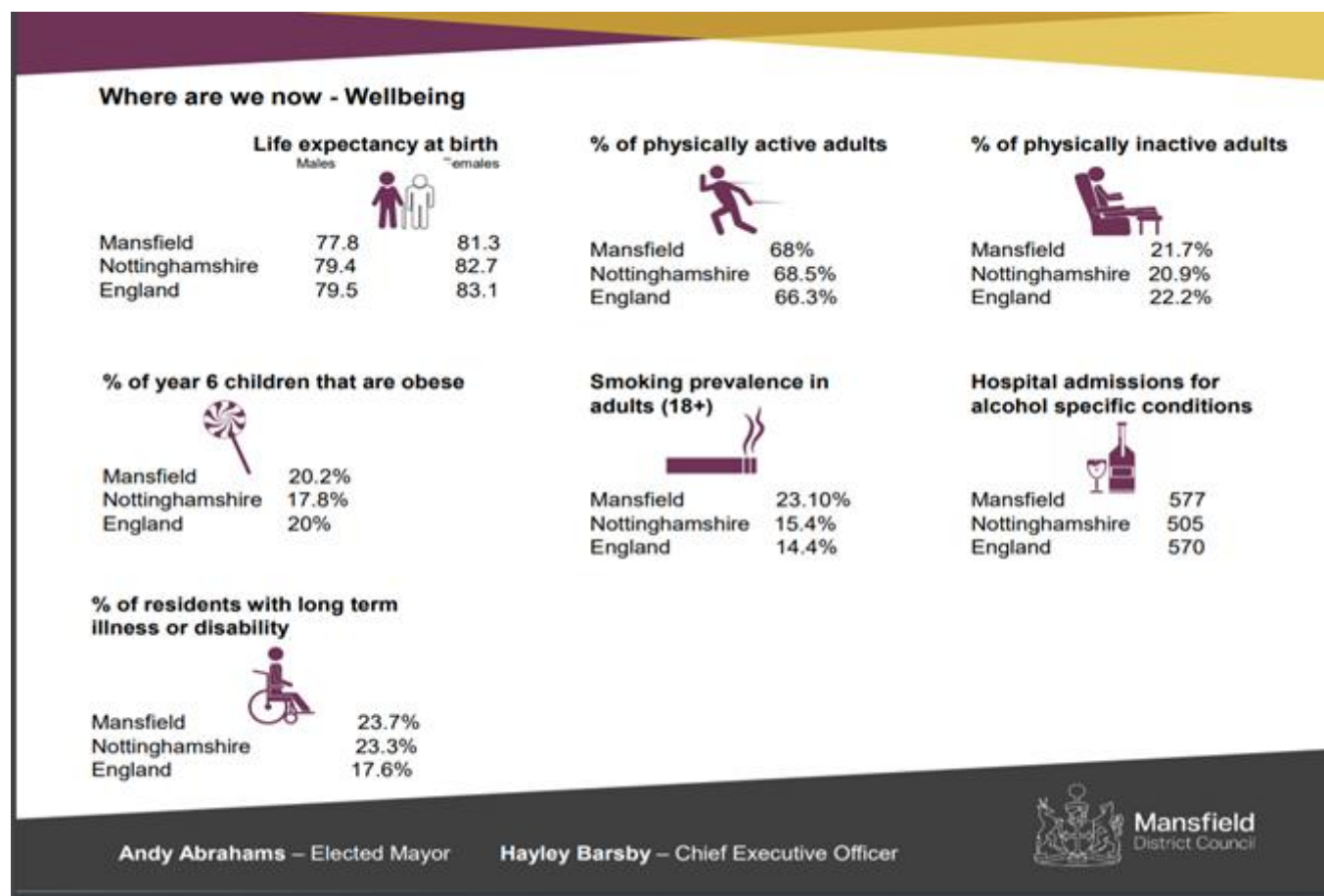
- 1 During the height of the pandemic and lockdown restrictions, around 4 in 10 people with **Long Term Health Conditions (LTHCs)** were reporting doing less physical activity than normal.
- 2 Around a quarter of people with LTHCs have not been doing 30 mins of physical activity on any day over the course of a week.
- 3 Attitudes around capability, opportunity, and motivation to do physical activity have remained significantly lower for people with LTHCs compared to people without a health condition.
- 4 People with LTHCs have been less likely to find new ways to be active, and less likely to think they have had more time to be active compared to people without a health condition.
- 5 Worry about COVID-19 is now one of the most frequently cited barriers to physical activity for people with LTHCs, alongside the top condition-related issues. Levels of stress, anxiety, and fear are heightened amongst people with LTHCs.
- 6 The majority of people with LTHCs are worried about leaving their homes, even with the loosening of restrictions. There is fear amongst people with LTHCs about the easing of lockdown, alongside feelings of confusion, worry, and concern.
- 7 People with LTHCs want tangible, accessible solutions to support them. In addressing the current challenges there needs to be a greater emphasis on safety, routine building, mental health, and community care.
- 8 We Are Undefeatable is felt to be even more relevant, important, and powerful to people with LTHCs in the current context.

From their analysis, Sport England summarised three recommended forward action themes for pilot areas to build into their ongoing logic model and planning:

- Building an audience centred approach – gathering and utilising local insight.
- Providing support in the current context – understanding the impact of COVID-19 on people with long term health conditions and how best to approach the engagement with physical activity.
- Tailored, tangible, accessible solutions – helping people to access and manage differing approaches suitable to their circumstances.



APPENDIX 5 - EXAMPLES OF TRAINING ACTIVITY



Taken from Towards 2030 Mansfield DC <https://www.mansfield.gov.uk/downloads/file/1432/plan-for-wellbeing>

BARRIERS/SOLUTIONS

Physical/mental

- Appropriate level
- Rest breaks
- Toilet access
- Accessibility
- Language appropriate
- Impairment friendly
- Cost
- Childcare
- Similarity
- Reduced confidence
- Need a carer to come too etc.....

Solutions

- Local community base
- Appropriate seating
- Easy/appropriate toilet access
- Ramp/lift access, nr public transport
- Car parking
- Visual signposting, hearing loops, signing
- Interpreter
- Cost supplemented?/ funding found
- Befriender service
- Free carer access
- Leader approachability etc.....

**WE ARE
UNDEFEATABLE**



WE ARE UNDEFEATABLE
MANSFIELD - LEARNING
REPORT

**WE ARE
UNDEFEATABLE**