



AN ACTIVE COMMUNITY

Introducing King's Park Moving Together

Health in Hackney Scrutiny Commission
January 10th 2022

In partnership with



Introducing King's Park Moving Together

- Funded by Sport England, there are [12 Local Delivery Pilots](#) (LDP's) in England - with 2 located in London (Hackney and Ealing). In Hackney, the main area of focus is King's Park and the programme is called King's Park Moving Together (KPMT).
- The programme is focused on achieving behaviour and systems change, and taking a systemic approach to tackling inactivity and improving health through the powerful agency of physical activity.
- Hackney Council is the accountable body and working with, and in the community has been critical. The programme team work with a range of stakeholders, so that the programme is insight led - identifying the opportunities and unearthing the key challenges.
- The programme end date is March 2025 and the total budget is £5.9m over 8 years. The budget includes costs for staffing, evaluation and project delivery and includes £1.3m for capital projects in King's Park.



Introducing King's Park Moving Together

- Dr Sandra Husbands chairs the recently formed KPMT Partnership Group, which merged a traditional oversight board and community partnership together, to allow for stronger collaborations to develop and more shared learning.
- Following confirmation of our funding award in December 2019, we were due to begin project delivery in April 2020 on receipt of funding in May 2020. This involved co-designing projects developed from within the community and expected to include activities like dance and those targeting specific groups, i.e. older people, women.
- From the outset, residents and local organisations have largely engaged with the programme via events, which changed significantly as the pandemic hit. The programme retained contact with partners via remote monthly community partnership meetings.

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Learning and evaluation

- Learning and evaluation are core aspects of the programme and we contribute to a mandatory national evaluation commissioned by Sport England, as well as working closely with our local evaluation partner - The Young Foundation.
- The evaluation has been designed to do the following:
 - improve our understanding of the action required at all levels of the local system to break down barriers to physical activity, especially among harder-to-engage and socially isolated residents.
 - define the key ingredients of a successful 'whole system' community-led approach to tackling inactivity - and how this can be reproduced elsewhere.
 - quantify the impact of the pilot on the target population and the wider system.
 - produce recommendations for sustaining positive behaviour change over the longer-term - and how this can be monitored.



Community insight

Some of the things that we heard during the initial insight gathering for the programme were used to inform our initial investment themes:

- social connections and being active with others is important
- residents lead busy lives and report that they are active (often with caring responsibilities). When increased heart rate was used to describe physical activity, this changed and many were unaware of how much moderate or intense physical activity they should be aiming for each week
- residents highlighted the lack of accessible community spaces as a barrier to improving their health and wellbeing
- residents expressed an interest in family intergenerational projects
- residents value their parks and green spaces as opportunities to improve their health and wellbeing, but highlight the lack of facilities in the surrounding area to support their use, i.e. toilets, food establishments
- the immediate area around Kingsmead and Clapton Park Estates has a limited retail offer providing affordable and healthy food
- there are aspirations to deliver health, wellbeing and community services in the ward, but there are challenges around resources and capacity - for example access to suitable facilities

Investment Themes

- **COMMUNICATIONS** - communicating information on KPMT and the benefits of physical activity, as well as sharing learning about our journey as a local delivery pilot.
- **COMMUNITY ENGAGEMENT** - providing a range of opportunities for the community to get involved in the programme.
- **PARTNERSHIPS AND NEW WAYS OF WORKING** - opportunities to influence, collaborate and deliver work aimed at tackling inactivity.
- **INCLUSION** - pro-actively seeking to engage residents who are known to have lower levels of participation in physical activity.
- **ENVIRONMENT** - an opportunity to consider the impact of the built environment and how this impacts on King's Park residents and their ability to be physically active.
- **SUSTAINABILITY** - developing plans that enable outcomes to be sustained long term, which includes exploring operating models for the delivery of this work.

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The pandemic

- We adapted delivery where possible but this was challenging, particularly during the first year of the pandemic and uncertainties around lockdown restrictions.
- In the last 18 months, our community based delivery has included:
 - contracting Hackney Marsh Partnership to lead our community engagement approach
 - funding summer holiday activities at two local primary schools
 - distributing 700 physical activity packs
 - developing a group walking project 'Step it Up' with Active Within and Badu Community
 - running a small grants programme, awarding micro funding to 14 organisations
 - continued to work with local community partners to understand the impact of the pandemic and how this would influence future programme delivery
 - delivering a summer activity programme at the North Marsh Pavilion offering a range of free activity sessions
 - distributing a community newsletter to households in the ward



King's Park Moving Together

In July and August 2020, King's Park Moving Together (KPMT, Hackney LDP) collaborated with Hackney Council's Sport & Physical Activity Team, Young Hackney and Public Health in a borough-wide project to develop and distribute 700 physical activity packs to residents in Hackney. The packs were to encourage residents to be physically active at home during a time when most local physical activity providers and resources had switched their offer to online platforms. 400 packs were developed for families and 300 for older residents and consisted of items such as pedometers, resistance bands and skipping ropes etc.

"One Kings Park resident, Patricia said: "I found the chair exercise booklet useful and the resistance bands will help me tone my arms. I used to regularly attend the gym but have been unable to for several years. I'm delighted with the step counter as I've wanted to record my steps for some time."



Partners that we've engaged

National & Regional Partners		Kings Park & Hackney Partners		Internal Partners
The Young Foundation	East London Foundation Trust	Kingsmead Residents Association	Clapton Park TMO	LBH Policy and Strategic Delivery
Sport England	National Association for Social Prescribing	Sanctuary Housing (Kingsmead)	Kingsmead & Mandeville Schools	LBH Sport and Physical Activity Development
London Sport	Transport For London	Cycling Club Hackney	Hackney Bumps	LBH Parks and Green Spaces
British Cycling	Living Streets/Footways	Hackney Playbus	Team Get Involved	Young Hackney
British Triathlon	Sustrans	Clapton Forest School	Leyton Orient Trust	LBH Area Regeneration
England Athletics	Walking for Health	Badu Sports	Bantu Village - Afrofit	LBH Public Health
England Netball	Ramblers Association	Active Within	Flip Your Dog For Mental Health	Local ward Cllrs
Greenwich Leisure Limited (GLL)	NHS Clinical Champions	Hackney Marsh Partnership	Daubeney Primary School	LBH Street Scene/Transport
Canal & River Trust	Swing Fitness	All Souls Church	Daubeney Fields Forever	LBH Resident Participation
Street Tag	Family Action	Hackney Play Association	Stoke Newington Cricket Club	LBH Property Services
Black Swimming Association	Go Jauntly	Hackney Marsh Adventure Playground	Adrenaline Dance	LBH Markets and Street Trading
Black Riders Association	Exercise, Movement & Dance UK	Concorde Youth Centre	Lower Clapton GP	LBH Community Safety
British Gymnastics	Sparko TV	Pedro Club	Shoreditch Trust	LBH Housing Services
Taking Shape Association	Office for Health Improvement & Disparities	Rise.365	Hackney School of Food	LBH Active Travel/Cycling Team
Dance Anytime	The Design Council	Journey Before Success	ecoACTIVE	LBH Communications

Health partnerships

- Working with London Sport, we organised training for social prescribers and other connecting services in the borough, to increase their confidence in encouraging physical activity.
- Working with the regional NHS Clinical Champion for physical activity, we delivered a Moving Medicine presentation to GP's from across Hackney.
- We are also working with Lower Clapton Surgery to develop some targeted approaches to physical activity and wellbeing, including a healthy eating and physical activity programme for older men.
- Responded to evidence gathering for the Health and Wellbeing Strategy.
- Working with Public Health colleagues as they review their commissioning approach to physical activity. Funding from the Sport England grant will be utilised alongside this emerging work, allowing us to test different approaches in other parts of the borough from April 2022.
- We have had some engagement with the Hackney Marshes Neighbourhood and will build on this over the coming year and as the neighbourhood structures continue to develop.

What have we been learning?

- We've known from the outset that there isn't one intervention that can be applied across a community or in a place, and we would need to stimulate dialogue and action across a range of different work streams.
- Place is a powerful context for this work.
- The systems/structural challenges are cross-cutting in relation to council services and partners. For example, housing providers and community safety teams are important in relation to the work on Active Environments.
- Barriers to being active extend beyond discussions around physical activity and have highlighted wider community development needs.
- Physical activity needs to be flexible, independent and where activities are involved, they need to be inexpensive.

Inclusion - sharpening our focus

The KPMT programme aims to tackle inequalities and inclusion in physical activity by enabling residents to access – and act on – the information, knowledge, resources, opportunities and support they need to live healthy lives.

This [Inclusion and Tackling Inequalities Theory of Change](#) illustrates the journey of change at the **organisational and institutional level** to help strategic actors (e.g. KPMT programme team, Council, local schools, local service providers, community organisations) understand the change that needs to happen at a systems level in order to tackle inequalities and promote inclusion. This includes the need to improve partnership working with strategic stakeholders, embedding physical activity and a focus on health inequalities across the Council's and partners activities, and adapting delivery to be inclusive by tailoring it to residents' specific needs.

Residents - particularly those who are typically less active and those who have long-term health conditions - are the primary stakeholder group that should experience and benefit from the change that the KPMT programme aims to create. At the same time, it is important to acknowledge that residents are not a homogenous group and will need different types of support to be more active.

Inclusion - sharpening our focus

Working with the community and partners, KPMT is focused on achieving the following **inclusion** outcomes:

- **Increased community engagement** to understand residents' experiences and needs, especially after Covid-19
- **Deeper and wider integration** of physical activity as a strategic priority across the Council
- **Increased responsiveness** to community's needs in programme design and delivery, promoting a 'whole-person' approach to physical activity
- **Improved relationships** with strategic partners, reducing siloed working, improving trust and maintaining ongoing collaboration with a shared purpose.
- **More joined-up approach** to drive targeted investments to tackle health and physical activity inequalities
- **Physical activity and health inequalities embedded** as a long-term strategic area for the Council and in the approaches of local partners
- **Increased capacity** (by partners and Council) to deliver physical activity opportunities and promote health and wellbeing
- **Improved trust and engagement with the Council** and its opportunities

Active Environments - sharpening our focus

This [Active Environments Theory of Change](#) focuses on the systems change that must happen at **the organisational / institutional level** to enable active environments that support residents' physical activity, health and wellbeing.

Strategic actors, like the KPMT programme, the Council and other relevant local institutions and organisations (e.g. local schools, housing providers, community organisations), need to collaborate more effectively, so that they can work in a more joined-up way to facilitate improvements to the public realm and enable active environments.

Working in a more joined-up way includes increased cross-sector communication, strengthened relationships amongst all strategic actors and increased partnership working to embed physical activity as a strategic priority, mobilising resources to improve the capacity to promote physical activity in the ward in ways targeted to the diversity of residents' needs, particularly those less active. Creating positive feelings towards the spaces in King's Park and a sense of community ownership will support sustained use by residents.

Active Environments - sharpening our focus

Working with the community and partners, KPMT is focused on achieving the following **active environment** outcomes:

- a. **Increased engagement with residents** on their perceptions, experiences and use of their local area, including safety and accessibility concerns, and on the co-design of active environments and spaces in the community
- b. **Increased collaboration / partnership working** (e.g. with housing providers and other Council departments) to address barriers to physical activity and improve the local public realm
- c. **Increased partnerships** and influence on wider neighbourhood and housing work
- d. **Increased provision of programming and spaces** for residents to socialise and/or be active, and to promote intergenerational relations and activities

Further information

- <https://hackney.gov.uk/moving-together>
- <https://www.lovehackney.uk/kings-park-moving-together-blog>
- <https://twitter.com/movetogetherkp>
- <https://www.facebook.com/MovingTogetherKP/>
- <https://www.instagram.com/movingtogetherkp/>

Contact:

Lola Akindoyin, Head of Programme

lola.akindoyin@hackney.gov.uk

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