

If you always do what you've always done, you'll get what you have always got

**Chris Perks
Executive Director
Local Delivery**

What do we want life to be like for our people?

PHYSICAL
WELLBEING

MENTAL
WELLBEING

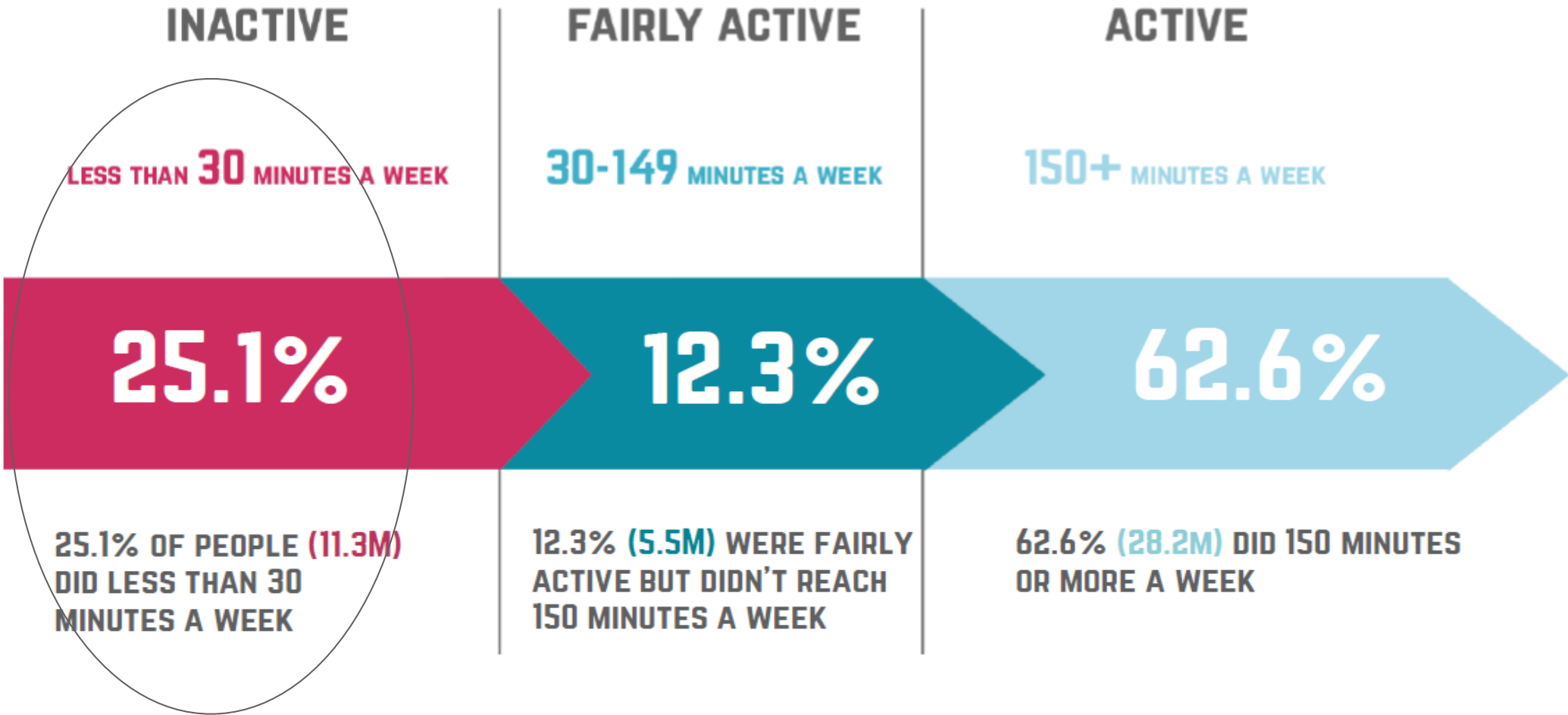
INDIVIDUAL
DEVELOPMENT

SOCIAL &
COMMUNITY
DEVELOPMENT

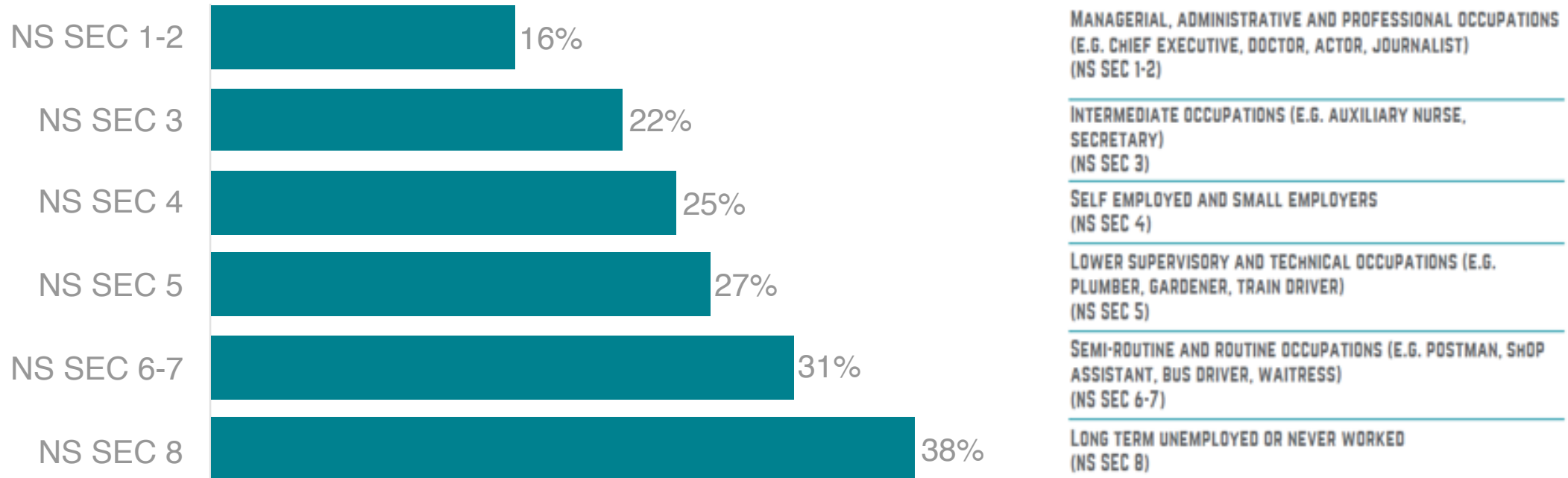
ECONOMIC
DEVELOPMENT



What is good already



What isn't working – stubborn inequalities e.g. socio economics



And of course – the challenges you see

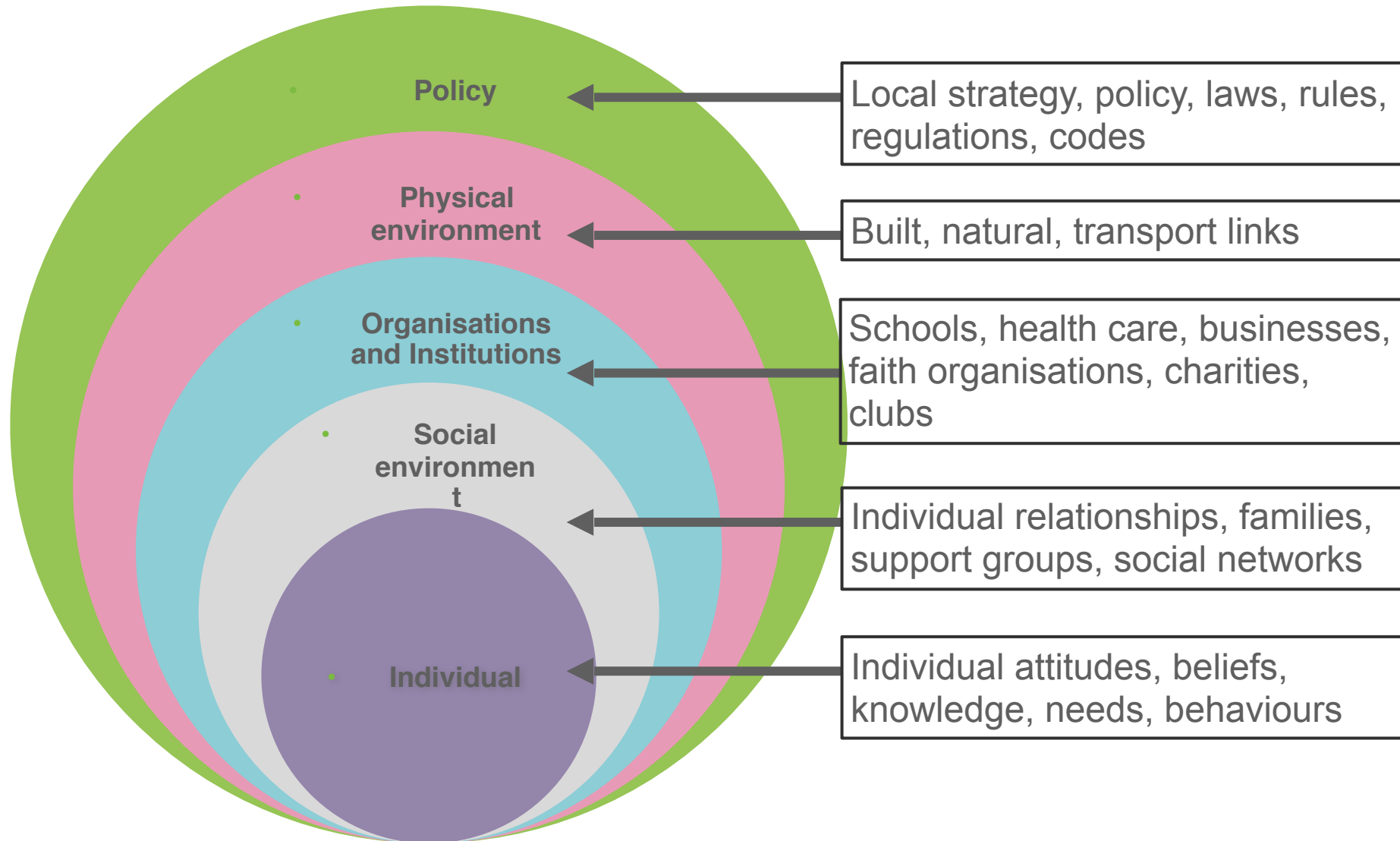


- A tough local context
- 21st century sport?
- Housing, social care, children's services
- Pressure on resources/funding
- Evidence timely impact
- Balancing financial and social objectives
- Here and now issues e.g. facilities
- Joining services up around people

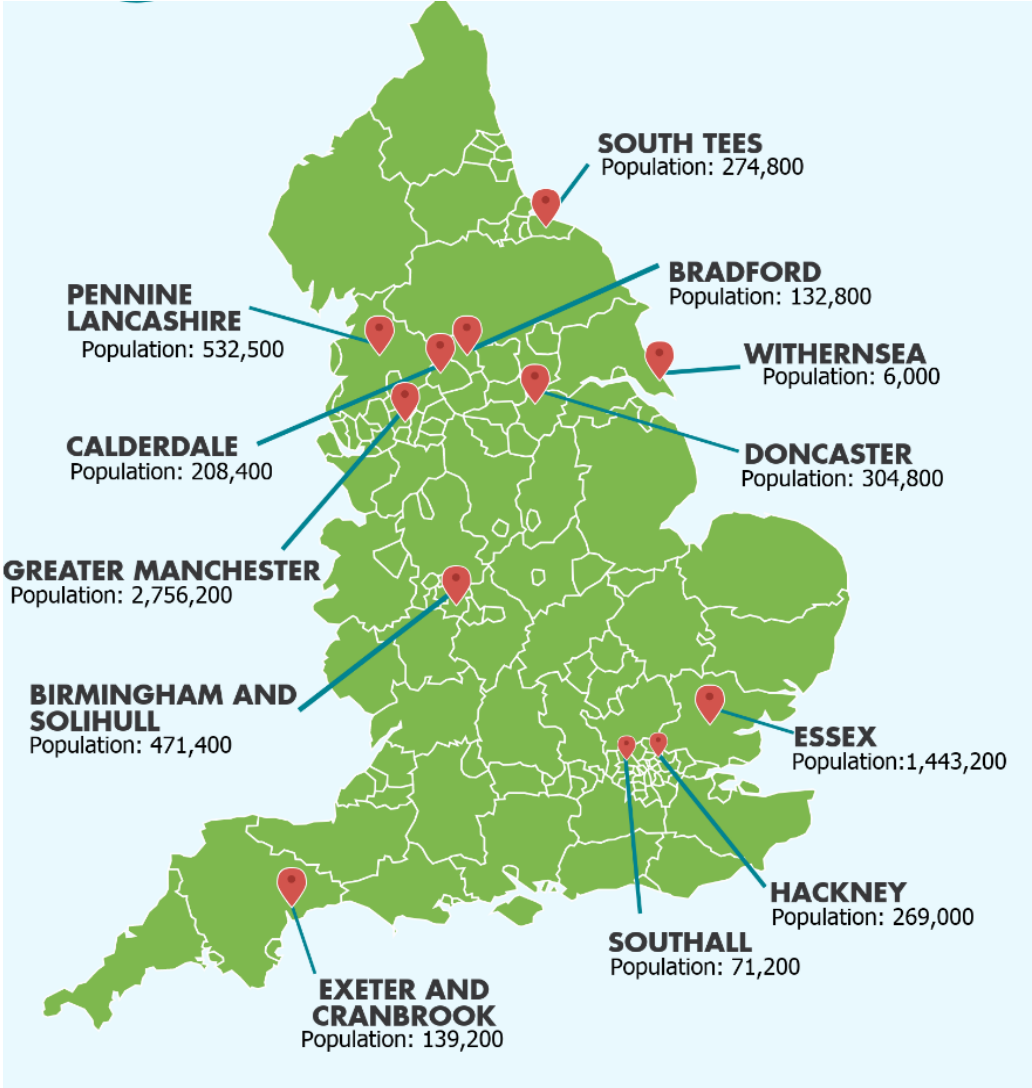
Traditional approaches haven't 'worked'

- **complex problems don't always need complex solutions - but do require different thinking and working**
- **starting with a deep understanding of people, their lives before thinking about how every 'layer' effects their lives**
- **places wanting to make transformational change**

Deep understanding of people + all influences



Plenty of thinking on whole system change,
not as much on doing



An emerging story

Leadership,
but
re-thinking it

Relationships
that create
common
meaning

A
'methodology'
is emerging,
but it's a set of
ingredients

Realising it is a
system,
understanding
that system

Properly
working with
people and
communities
can be hard

An emerging story

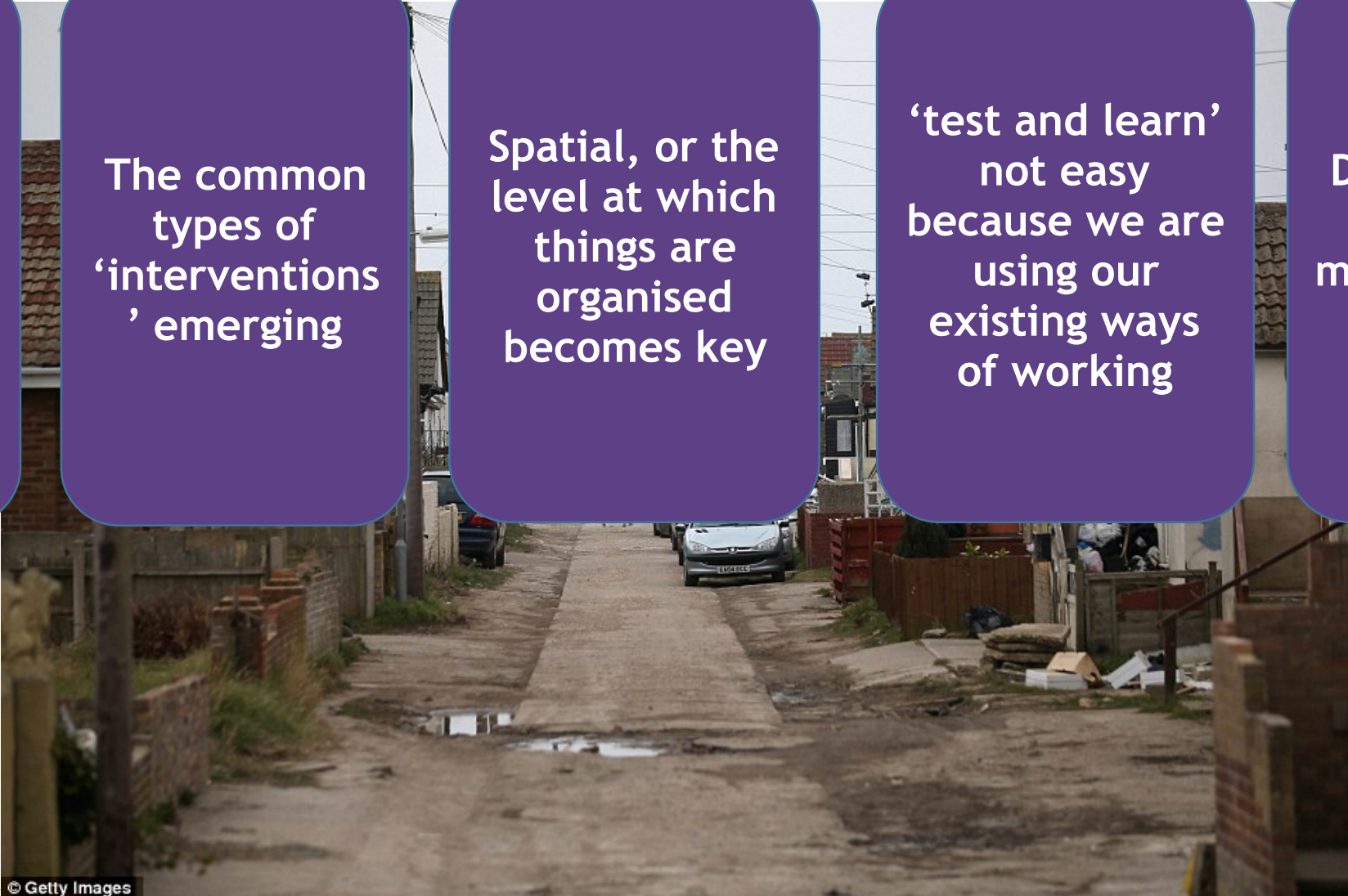
A lot on the policy layer, a lot at the individual layer, connecting is hard

The common types of 'interventions' emerging

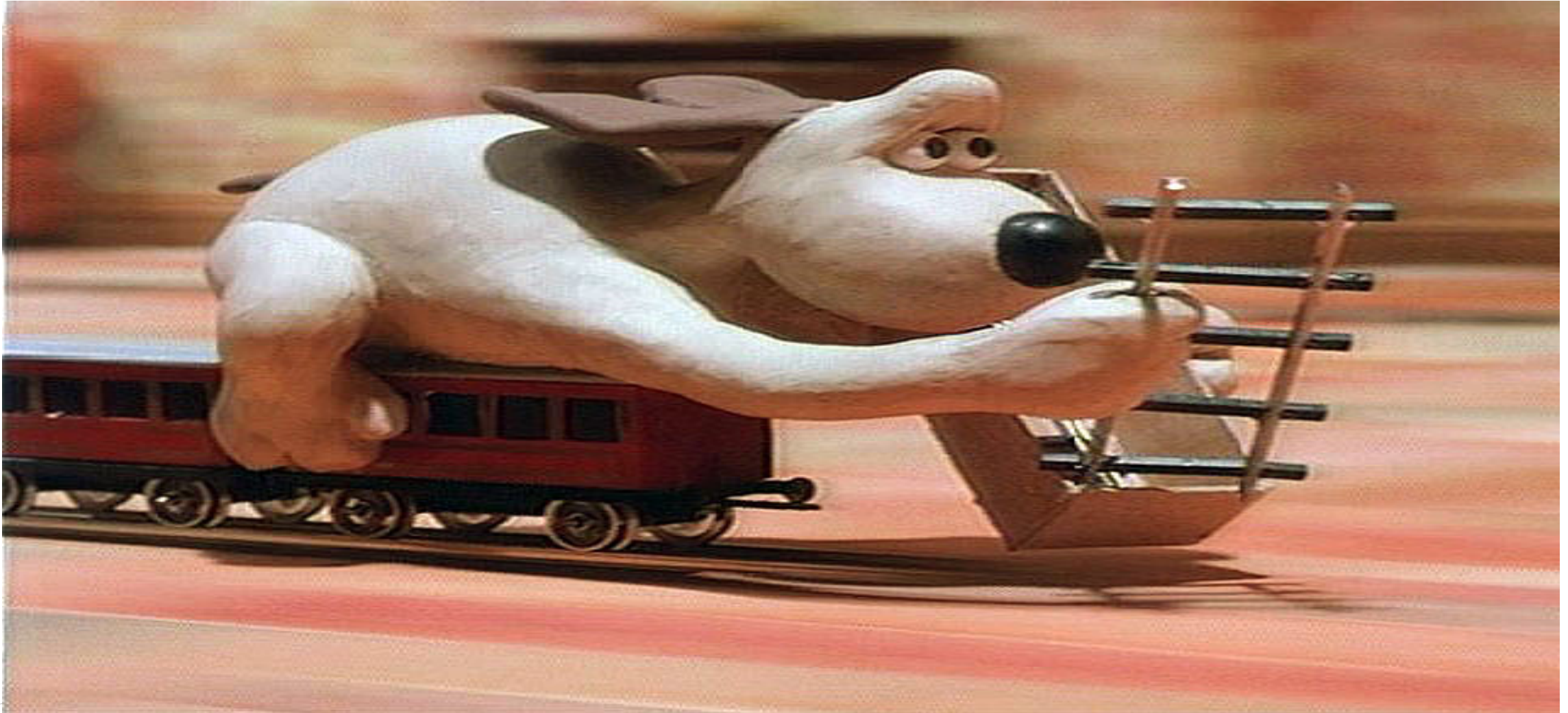
Spatial, or the level at which things are organised becomes key

'test and learn' not easy because we are using our existing ways of working

Demonstrating value, measuring what counts but...



It's not easy when you don't know
the next step



So changing the 'system?'

- Changing behaviours – the challenge is within is
- Holding our nerve - a story of us and a story of you and a story of now
- Remembering the why?

Something has to change... and it's us!

Our role in 'whole system' change to create a great place to live and be active.

Middlesbrough
moving forward



Come and join us at our inaugural conference with national and local speakers, table discussions, showcase opportunities and networking.

WHY?

Physical inactivity is responsible for one in six UK deaths (equal to smoking). 39% (almost two million people) do not achieve the level of physical activity recommended by the Chief Medical Officer and inactivity is estimated to cost the UK £7.4 billion annually.

In contrast, being physically active plays a key part in helping us live longer, healthier and happier lives as it provides significant health and well-being benefits. It can help to prevent and manage over 20 chronic conditions, including some cancers, type 2 diabetes heart and respiratory diseases.

Locally, we have low levels of participation, tackling physical inactivity has to be one of our priorities.

To achieve a significant level of change requires a 'whole system' approach to tackling physical inactivity.

However, systems are often complex and the impact of interactions within them unclear. To change the system requires strong relationships, an agreed vision and shared values and the drive from people within the system – people like YOU.

We are at the very start of our journey. Please join us at the conference to make your contribution on how we can change the local 'system' to create a great place to live and be active!

If you would like a stand, please email malcolmfitzgerald@everyoneactive.com to book your place at the conference (two places per organisation).