



First Steps

Making physical activity part of everyday life in Southall



Let's go Southall

In brief

In Southall, we will:

- Increase physical activity levels for inactive individuals who do less than 30 minutes exercise per week to more than 150 minutes per week
- Focus on the most inactive groups
 - Lower income
 - Ethnic minorities
 - Women
 - Disabled people
 - Older people



We will do this by:

- Working with local partners and delivery groups to co-produce solutions
- Establishing key relationships with a variety of sectors to encourage whole system change
- Constantly evaluating progress and iterating our methodology to overcome barriers

The benefits are:

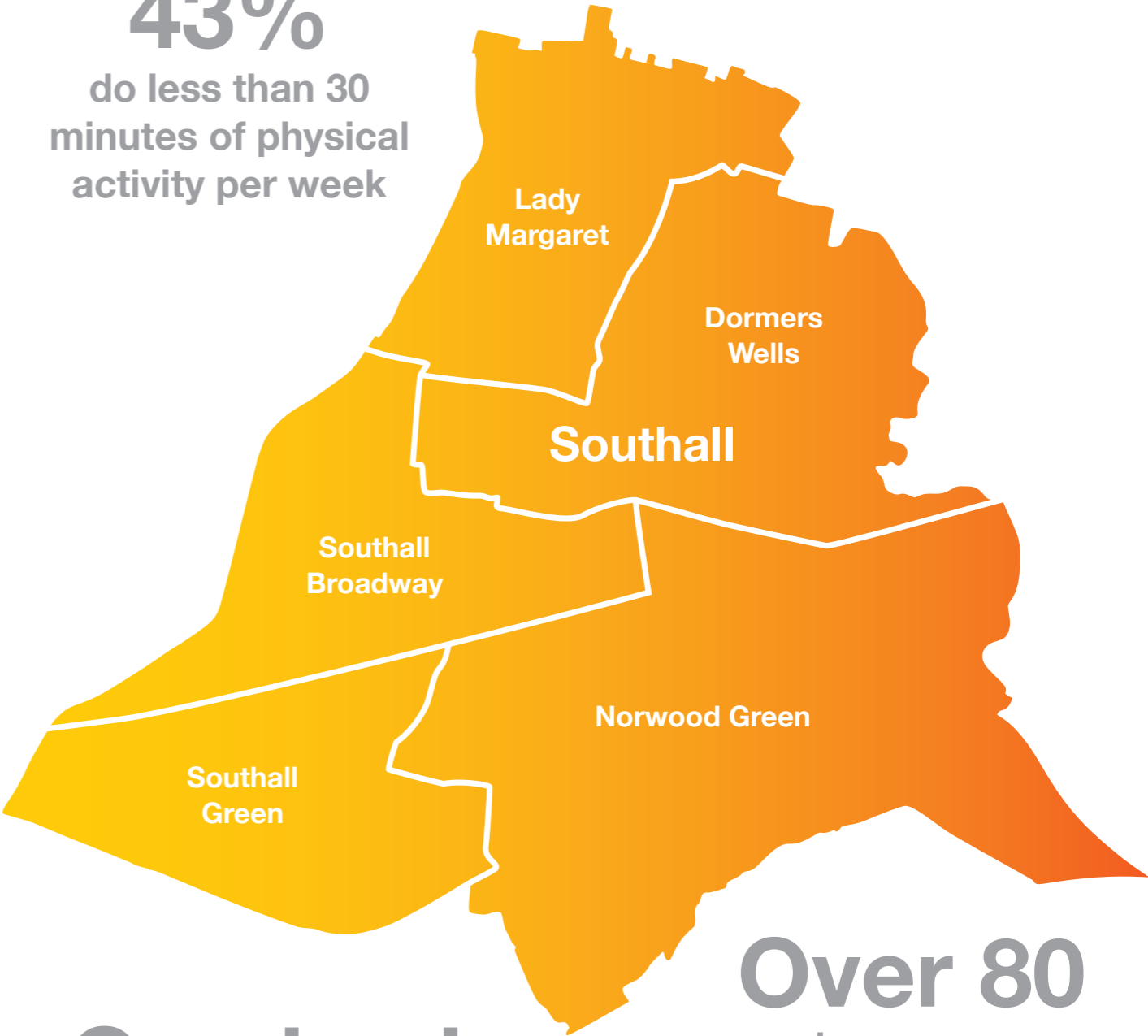
- Reduction in chronic health conditions
- Reduction in isolation and loneliness
- Improved mental health and wellbeing
- Reduced burden to local services and the NHS
- Improved community wellbeing and resilience
- A better place to live



At a glance

69,857
people live
in Southall

43%
do less than 30
minutes of physical
activity per week



One in six
live with a disability

Over 80
languages
spoken

“We are really pleased that we are able to launch and share this important report which outlines the Let’s Go Southall programme. As a member of the executive board, I am pleased to support the programme in order to deliver whole systems change to enable more people in Southall to become and stay active for many years to come. The programme is innovative and will involve collaboration with many partners to bring out behaviour change for those involved. We are one of the 12 Sport England Local Delivery Pilots and we are looking forward to working with existing and new partners to achieve a more active Southall.”

Judith Finlay – Executive Director of Children, Adults and Public Health

We are delighted to launch this First Steps Report, which introduces the Let’s Go Southall Programme as one of the 12 Sport England Local Delivery Pilots.

This innovative programme aims to deliver whole system change through collaboration with a wide range of partners and community members to increase physical activity levels in Southall.

The outcomes of the Let’s Go Southall pilot programme contribute to one of our core council priorities of the borough to ensure that our residents are able to live happy, physically active and independent lives, making sure that Ealing is a healthy and great place to live.

As a programme bringing together public, private and voluntary sector organisations, I look forward to seeing the positive outcomes and the impact we can make when we work together.

Councillor Bassam Mahfouz
Ealing Cabinet member for Finance and Leisure

This innovative programme to ‘do things differently’ is a once in a lifetime opportunity. We are excited to be working alongside both local and national partners to ensure that we can deliver a positive impact with the community in Southall.

We are looking forward to working with you and sharing the learnings of our challenges and successes as we tackle health inequalities in Southall.

This First Steps Report walks you through our journey so far and sets the scene for the rest of the programme to come.

The Let’s Go Southall Team

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About the Programme

Let's Go Southall is one of 12 Local Delivery Pilots for Sport England's strategy to research and develop innovative solutions that break down barriers to physical activity. Let's Go Southall's mission is to *make it easy for people in Southall to get active as part of their daily lives*.

Over the past few decades, the government has invested heavily in sporting initiatives to get people more active. However, the figures say that these programmes are not as accessible to certain target groups, most notably lower income families, ethnic minorities, women and people with disabilities¹.

Furthermore, these activities were often one-off events or longer programmes that depended on funding, so were not always sustainable in the long term.

Since physical inactivity has a huge impact on a person's physical health, mental health and general wellbeing, the government has challenged Sport England to tackle inactivity in the nation.

Sport England has £100 million of funding to explore new ways of thinking, fund programmes that focus on hard-to-reach groups and implement long-lasting change.

As current methods haven't led to optimum results, Sport England wants this strategy to take innovative, different approaches to engage the population in physical activity.

How are we going to achieve it?

The Let's Go Southall programme aims to decrease levels of physical inactivity in Southall, focusing on individuals who currently do less than 30 minutes of activity a week. Southall has an inactive population of 43%, which is much higher than the 25% average for England, and even higher than Ealing's 24%².

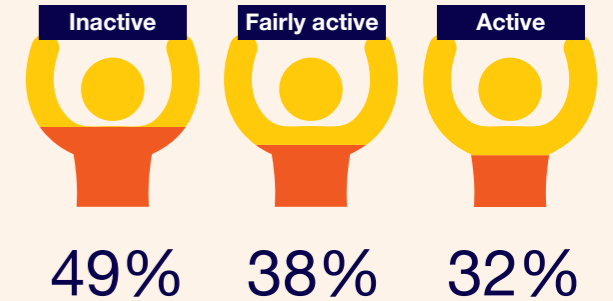
This programme also recognises that people don't exist in a vacuum, and there are many factors and underlying causes that influence inactivity levels.

To ensure the success of a programme that stimulates whole system change, we will work with many different organisations, including faith groups, schools, the NHS, the council and local businesses.

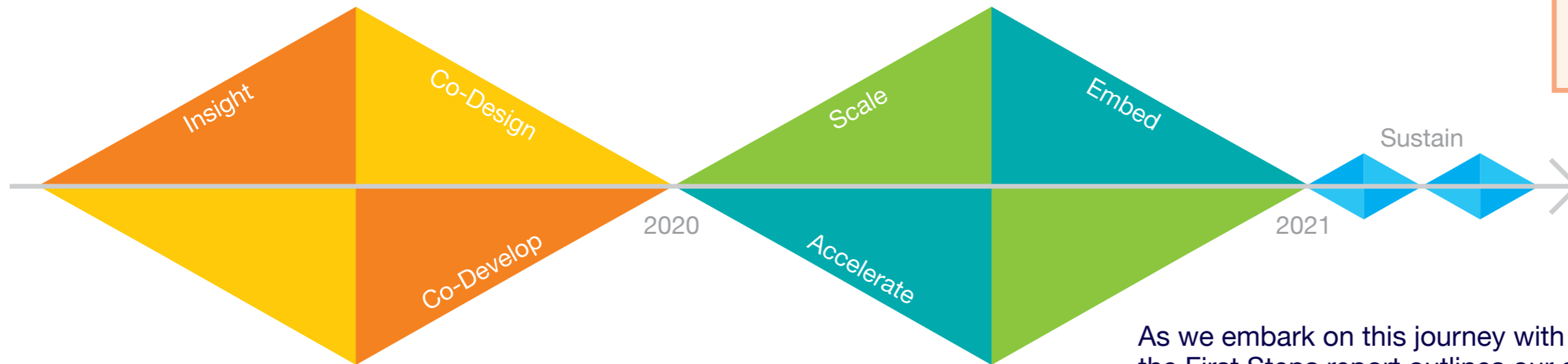
We aim to engage individuals, families and community groups through activities, transport, public spaces and more.

What stops me being active in Southall?

'I often feel too tired at the end of a busy day'



Evaluation and learning



As we embark on this journey with the Southall community, the First Steps report outlines our aims, research into the current state of local activity and our plans going forward.

¹ HM Government. (2015). *Sporting Future: A New Strategy for an Active Nation*.

² Social Change UK. (2019, September). *Southall Local Delivery Pilot Physical Activity Baseline Survey Report*.

What is Let's Go Southall?

The Sport England 'Local Delivery Pilot' Programme

The National Health Picture

What does it mean for Southall?

Our Vision

Our Values

Our Bid



The Sport England 'Local Delivery Pilot' Programme

Southall is one of 12 areas around the UK that were chosen to be 'Local Delivery Pilots' as part of Sport England's strategy *Towards an Active Nation*. This strategy explores new ways to increase physical activity levels among the UK population.

Despite recent successes in getting the nation more active, there still exist some stubborn and stark inequalities in **who** is actually active. Certain groups such as older people, those with disabilities, women, and low-income families remain less likely to take part in physical activity and sport. Therefore, Sport England has channelled funding into new opportunities for under-represented groups that would benefit from improved health and wellbeing.

The pilots aim to uncover barriers to activity that result in such stark inequalities by using local insights and community knowledge. They will then develop and test new solutions that could lead to long-term behaviour change, increase community activity levels and 'unlock something ground-breaking for the whole country³.'

To effect significant and sustainable change, the Local Delivery Pilots are expected to stimulate whole system change. This means not just looking at individuals but at the intricate network of community, geography and policy.

What is Physical Activity?

Physical activity includes anything that raises your heart rate and makes you slightly out of breath.

This includes walking, using the stairs instead of the lift and carrying heavy bags.

The National Health Picture

Despite the heavy emphasis on sport in British society, recently the conversation around physical activity has shifted. The UK now wants to take a holistic approach in examining how physical activity can change individual lives and society as a whole. There is a focus on 5 key outcomes: physical wellbeing, mental wellbeing, individual development, social and community development and economic development⁴. If people are physically active they are more likely to stay fit and healthy for longer, but current research suggests that around a quarter of the British population is inactive⁵, which has a major impact on communities and costs the NHS and social services billions of pounds a year.

Sport England is trialling an innovative new strategy because the current level of inactivity cannot continue.

On an individual level:

- Physical inactivity is responsible for 1 in 6 deaths in the UK⁶.
- Physical activity helps to prevent and manage more than 20 chronic health conditions, including cardiovascular disease, stroke, type 2 diabetes, dementia, obesity and a variety of cancers. It is also linked to overall health benefits, such as reduced injury risk, improved quality of life, increased productivity and reduced absenteeism at work⁷.

On a national level:

- The financial costs of this inactivity are estimated to be £7.4 billion per year⁸.

³ Sport England. (n.d.). *A Brief History of the Local Delivery Pilots*.

⁴ HM Government. (2015). *Sporting Future: A New Strategy for an Active Nation*.

⁵ Gov.uk. (2019, January). *Physical Inactivity*.

⁶ Sport England. (2015). *Active Design*.

⁷ Department for Transport. (2017). *Cycling and Walking Investment Strategy*.

⁸ Sport England. (2015). *Active Design*.



What does it mean for Southall?

Let's Go Southall is not simply providing new sports facilities or services. It is about many organisations working in partnership with residents to understand why some people are inactive and what might be done to help them to change.

This is a chance for all sectors in the community to get involved in envisioning and implementing the change they want to see in their community. This pilot programme has the potential to be a trailblazer and example to the rest of the country.

The team aims to make lasting improvements so that people continue to be active long after the programme has ended.

Our Vision

We want to make it easy for people to get active as part of their everyday lives and as a method for meeting their basic needs. By making a positive impact on the overall social and economic wellbeing of our target groups as well as their levels of physical activity, we hope to help people make Southall a better place to live.

Our theory of change is:

- Helping inactive residents better meet their everyday needs through physical activity will both help them become more active and improve community wellbeing and resilience
- Tackling issues with practitioners and residents will uncover joined-up solutions that can achieve the above outcomes.

Our Values

Our values have been co-developed with community organisations and members who have supported the programme to date, through a Value Development workshop facilitated by UsCreates in the summer of 2017.

As a programme, we commit to:

- starting by **walking in each other's shoes** to better understand each other and how we can support each other
- **bringing people together around common issues** and investing in people working in-between organisations and communities

- **supporting each other to learn and share skills** that help influence change back in our organisations and communities
- **testing in our own organisations and lives** what we learn on the programme
- **recognising that situations change** people, groups and places that create unexpected challenges and opportunities for change
- being **prepared to be challenged** by others and our own experiences of navigating change and seeing these as opportunities to learn
- **creating spaces to continuously test, review and refine** how we work to manage risk in a changing environment
- **sharing what we learn** with our colleagues, friends, relatives and neighbours and inviting them to participate
- **investing in sustainability from the start** to create a culture of people investing in and improving our neighbourhood

Our Bid

Our initial bid in 2017 to Sport England was based on the research and results of previous projects we have been involved with in Southall. These include the Big Conversation and the Southall Charter. While this forms part of the framework for the Let's Go Southall programme, we will test and verify assumptions with our own insight.

Let's go Southall's ambition is to change the relationship Southall residents and stakeholders have with their neighbourhood to encourage a universal increase in physical activity levels. Specifically, the programme will help those who are currently doing less than 30 minutes of physical activity per week.

In achieving the above:

- We want to make it easy for people to get active as part of their everyday lives and for the ways they get active to help them meet their basic needs.
- We want people to walk and cycle when they are making short journeys instead of driving.

- We want to positively impact the overall social and economic wellbeing of our target groups as well as their levels of physical activity.
- We want to embed physical activity into the everyday lives of Southall residents.
- We want to enable people to get more active in ways that connect them to their neighbours.
- We want to help people make Southall a better place to live.

We will do this by developing a shared understanding of people's motivations and experiences.

- We will enable people who are good at influencing behaviour change in their networks to spread activities through their network.
- We will use data to help people understand their behaviour and encourage them to change it over the long term to become more active.

- We will use local insight to change behaviour and reduce demand on services among inactive residents.
- We will test ways to help people become more active and self-sufficient, and support staff and partners to encourage this change.
- We will test a neighbourhood model to systems-change across Southall.
- We will incentivise providers and entrepreneurs to change local behaviour.
- We will pool investment across partners and communities to invest in getting people more active in their neighbourhoods.

We realise Southall communities and organisations are already doing a lot of the above. Let's go Southall seeks to explore, support and improve how practitioners and residents achieve these goals.

About Southall

Southall – the people, the places

Why Southall?

Baseline Survey Results

Who is our target audience?

Context within Ealing



Southall is a vibrant, multicultural town, rich in diversity and home to the different waves of migrant communities from across the world, including India, Pakistan, Sri Lanka and Somalia. The population as well as the place is continuously changing.





Why Southall?

With an inactive population of 43% and the highest levels of preventable & chronic health conditions in the borough, Southall provides a great opportunity to improve and tackle inequalities in physical activity.

In addition, Southall is set to see significant growth in housing, population and infrastructure over the next few years, which will impact population needs and services including health, leisure and education. This construction, including the completion of Crossrail and greater connectivity to London and Heathrow, presents great opportunities to change people's travel patterns and lifestyle.

Finally, there is a strong local commitment to partnership and changing systems, especially around physical activity and active citizenship. This is brought on by high levels of community cohesion and a willingness to improve the town. Together, this makes us hopeful about the ability to increase activity levels in Southall and improve overall wellbeing in the area.

One in six

Southall residents live with a disability, the highest proportion of all seven towns in Ealing

Caring responsibilities

are also taken on by the highest proportion of residents in the area which may diminish the opportunities for certain leisure activities

"My daughter goes to St Ansel, Kings Street. I had a baby two years back, I gained a lot of weight, but being with a baby, it's so hard to go to the gym, because they don't allow pushchairs there. I can't afford to pay childminders just to go to the gym, I already pay the childminder while I go to work. So I find the green gym very helpful. It has helped me loose a lot of baby weight."

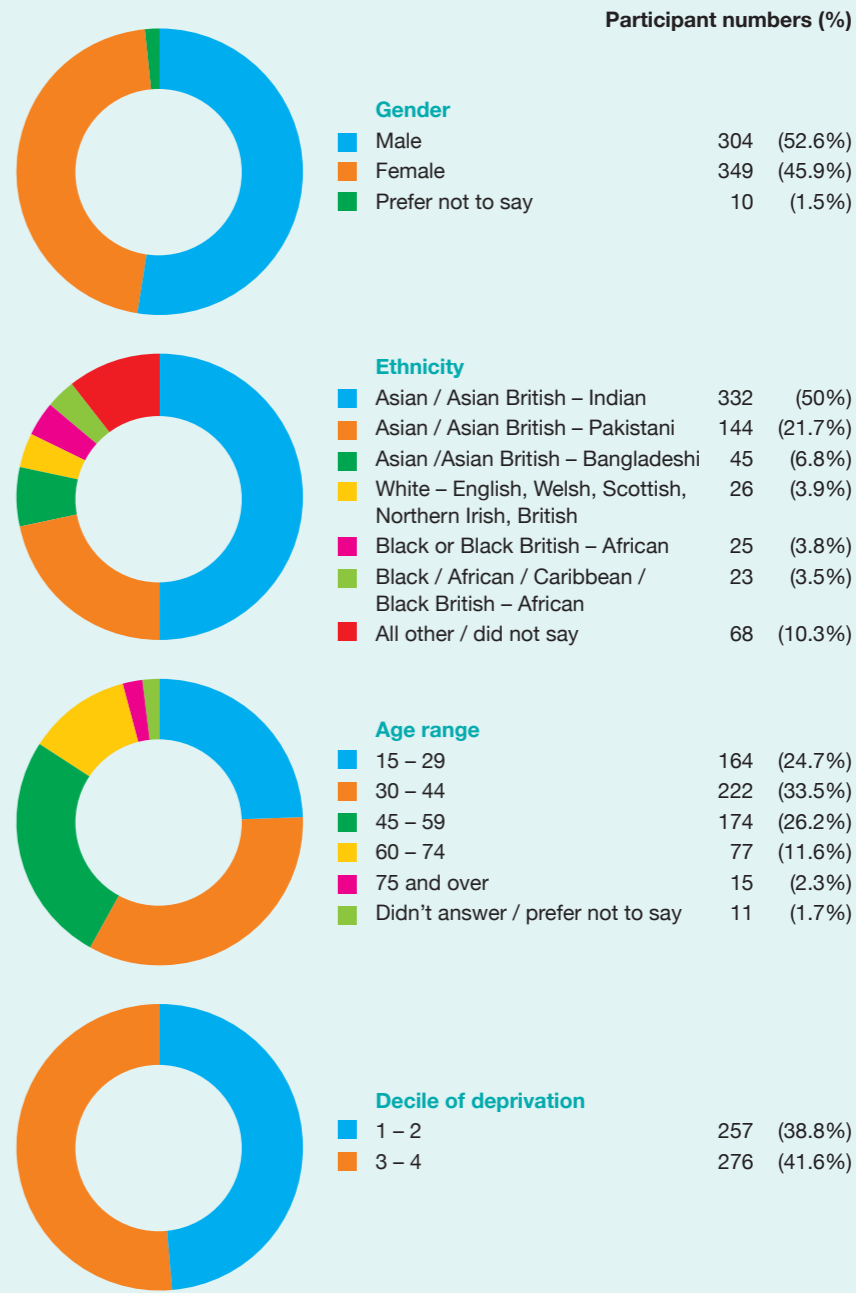
Debbie – Southall resident

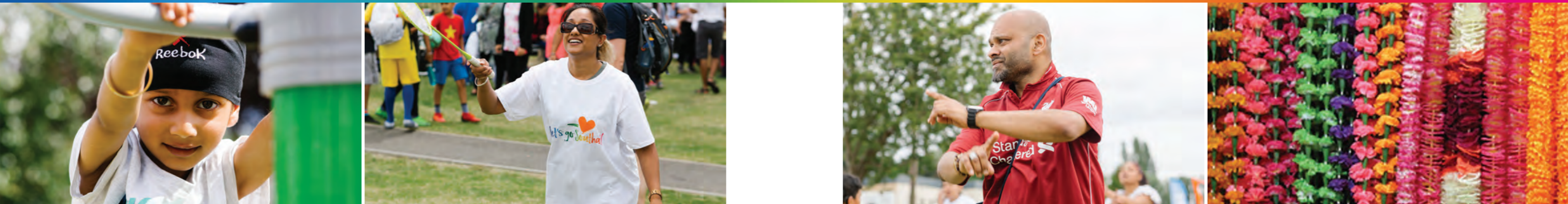
Baseline Survey Results

The Let's Go Southall team appointed **Social Change UK**, a leading social research and marketing behaviour change agency, as their evaluation partner. Their first task was to undertake a baseline survey with residents to understand the current situation in Southall. This survey sought to explore current physical activity levels, understand the community and healthy lifestyles, and find out what motivates people and what prevents local people from being active in the town.

The survey was conducted over the summer months across Southall, face-to-face with residents at community venues, on the street and via stakeholder and partner groups, as well as at community events and online. In total, 663 residents took part.

Demographic and target audience group breakdown
In total, 663 residents took part in the survey (slightly above the target set of 659 residents). The following breakdowns show the demographic breakdown of respondents by gender, ethnicity, age, decile of deprivation.





Baseline Survey Results

These are the rates of physical activity in Southall, which we have compared with existing data across Ealing and England as a whole.

Physical activity level	Amount of physical activity	Baseline survey participants (%)	Sport England data for Ealing*	Sport England data for England*
Inactive	0 – 29	286 (43.1%)	24.2%	25.2%
Fairly active	30 – 149	75 (11.3%)	10.9%	12.5%
Active	150 and over	302 (45.6%)	64.9%	62.3%

* data from 'Active lives survey' November 2017/2018.

These are the activities undertaken by Southall residents, along with their frequency.

	Did on at least 1 day	Those who did the activity and reported increased breathing rate	Average days spent doing activity	Average minutes spent doing activity
Walking	581 (87.6%)	341 (58.7%)	5.21	70.14
Cycling	78 (11.8%)	67 (85.9%)	3.10	53.35
Sport / fitness activity / gym	192 (29%)	165 (85.9%)	3.04	77.99

The activity Southall residents most regularly engage in is **walking**, which was done by the majority of residents (87.6%), compared to cycling (11.8%) and other sport (29%) on at least one day in the week prior to completing the survey.

However, walking was less likely to raise residents' breathing rates, with just over half (58.7%) reporting that walking had raised their breaking rate, compared to cycling and other sport, where 85.9% of residents said these activities had raised their breathing rate.

When we asked residents what their main reasons are for being active, we found that the most important motivation across most audience groups was: **'It makes me feel better in myself, (for example, it makes me feel less stressed or feel happier)'** – followed by **'it helps my physical health (for example, it makes me feel fitter, stronger, or gives me more energy)'** and **'it helps me to lose.**

In terms of psychological capability, the most **strongly agreed statement** by every audience group except those with mental health and other health conditions was: **'I often feel too tired at the end of a busy day'.**

The most **strongly agreed statement** by every audience group (except active and older residents) relating to physical opportunity was: **'the cost of doing activities is too high'.**

Target audience

Although our programme aims to encourage everyone in Southall to be more active, we will take an inclusive approach to reduce inequalities in the area, targeting groups that are most likely to be inactive. From our baseline data, these are older residents, those with disabilities and long-term health conditions, BAME groups and women.

Our initial survey showed that the majority (88.2%) of Southall residents already walk at least one day per week, for an average of almost 70 minutes per day over 5 days. (cite baseline data) Active transport (walking and cycling) was also a popular topic during interviews at local events, suggesting that we should focus on people who drive short distances or take the bus, encouraging them to 'switch' their trips to more active forms of transportation.

Context within Ealing

Helping people become active, healthy and independent is one of the borough's top three priorities.

As well as being the best outcome for residents, helping people to stay healthy for longer also reduces demand on health and adult social care services in the long term.

Ensuring people have the NHS recommended levels of physical activity is a key part of helping residents to stay healthy as they grow older.

We have the commitment and backing of strategic leaders across the borough to develop the programme as part of our 'one public service' ethos.

The strategic framework of our outcomes-based Future Ealing programme is an enabler for the model of collaborative leadership in Southall which we have been building over several years, particularly since the 2012 'Big Conversation' which informed the Southall Big Plan and Charter.

Our Future Ealing programme demonstrates how we are actively progressing whole system change to address key local challenges. The Council and key strategic partners have recognized that continuing to adhere to old practices and ways of working is unsustainable. We have agreed an ambitious shift to an outcomes focus and transformation of ways of working across the whole spectrum of partnership working.





Physical exercise recommendations

Early Childhood (Under 5 years old)



Infants should be physically active several times every day in a variety of ways, including interactive floor-based activity, e.g. crawling.

For infants not yet mobile, this includes at least 30 minutes of tummy time spread throughout the day while awake (and other movements such as reaching and grasping, pushing and pulling themselves independently, or rolling over); more is better.

Toddlers should spend at least 180 minutes (3 hours) per day in a variety of physical activities at any intensity, including active and outdoor play, spread throughout the day; more is better.

Pre-schoolers should spend at least 180 minutes (3 hours) per day in a variety of physical activities spread throughout the day, including active and outdoor play. More is better; the 180 minutes should include at least 60 minutes of moderate-to-vigorous physical activity.

Southall offers a range of opportunities to help people become more active.

These include:

- Distance marker routes in parks, which provide opportunities for people to walk, jog or run a set distance.
- Over 50 free outdoor gym stations in parks
- Free cycle training programmes, free smile brackets to secure bikes at home and free bike maintenance.
- An Active Ealing leisure pass scheme offering discounts of up to 50% for adults and 33% for young people who live within the borough

Young People (5 to 18 years old)



- **Children and young people** should engage in moderate-to-vigorous intensity physical activity for an average of at least 60 minutes per day across the week. This can include all forms of activity such as physical education, active travel, after-school activities, play and sports.
- **Children and young people** should engage in a variety of types and intensities of physical activity across the week to develop movement skills, muscular fitness, and bone strength.
- **Children and young people** should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of not moving with at least light physical activity.

In Southall under half of all adults are recorded as being **physically active** (45.6%), much lower than the London average (64.6%). On top of this, more than 2 in 5 are **physically inactive** (43.1%), almost twice the London average (22.2%)⁹.

⁹ London Sport. (2017). *Physical Activity and Sport Ealing Borough Profile*.



Physical exercise recommendations

Adults (19 to 64 years old)



- For good physical and mental health, adults should aim to be physically active every day. Any activity is better than none, and more is better still.
- **Adults** should do activities to develop or maintain strength in the major muscle groups. These could include heavy gardening, carrying heavy shopping, or resistance exercise. Muscle strengthening activities should be done on at least two days a week, but any strengthening activity is better than none.

Each week, adults should accumulate at least:

- 150 minutes (2½ hours) of moderate intensity activity, such as brisk walking or cycling
- or 75 minutes of vigorous intensity activity, such as running
- or even shorter durations of very vigorous intensity activity, such as sprinting or stair climbing
- or a combination of moderate, vigorous and very vigorous intensity activity
- **Adults** should aim to minimise the amount of time spent being sedentary, and when physically possible should break up long periods of inactivity with at least light physical activity.

Older Adults (65 years old and over)



- **Older adults** should participate in daily physical activity to gain health benefits, including maintenance of good physical and mental health, wellbeing, and social functioning. Some physical activity is better than none: even light activity brings some health benefits compared to being sedentary, while more daily physical activity provides greater health and social benefits.
- **Older adults** should maintain or improve their physical function by undertaking activities aimed at improving or maintaining muscle strength, balance and flexibility on at least two days a week. These could be combined with sessions involving moderate aerobic activity or could be additional sessions aimed specifically at these components of fitness.
- Each week older adults should aim to accumulate 150 minutes (2½ hours) of moderate intensity aerobic activity, building up gradually from current levels. Those who are already regularly active can achieve these benefits through 75 minutes of vigorous intensity activity, or a combination of moderate and vigorous activity, to achieve greater benefits. Weight-bearing activities which create an impact through the body help to maintain bone health.
- **Older adults** should break up prolonged periods of being sedentary with light activity when physically possible, or at least with standing, as this has distinct health benefits for older people.

Above statistics:
NHS. (2019, September). *UK Chief Medical Officers' Physical Activity Guidelines*.

How / methodology / implementation / values

Who is Involved?

Whole systems change

Governance

Insight and research

Co-design, co-develop and capacity build

Test and iterate

Evaluation



Programme delivery – Who is involved?

At the heart of getting people more physically active is the individual. However, people don't exist in vacuums. Therefore, partnerships between different organisations and collaboration across sectors will be crucial in achieving our goals.

While individuals and communities in Southall are the experts on their lives and physical activity, Let's Go Southall has a number of wider partnerships that will provide support and expertise in other vital capacities to help achieve change.

Let's Go Southall Programme Team – organising different groups involved and facilitating communications. Making sure the programme runs smoothly.

Ealing Council – bringing together expertise and contacts across public health, transport, education, leisure and social care, including the NHS CCG.

Evaluation Partner, Social Change UK – providing support through measuring our impact during the programme, as well as providing initial baseline data.

Insight and Co-Design Partner, Leadership Centre – working with the community to design and develop solutions; teaching research and design to community members to build capacity and ensure the longevity of the programme.

Whole systems change

To drive long-term positive change, we need a whole new approach of individuals, communities, organisations and the council working together to share expertise and responsibilities. We need to think beyond sports halls and gyms to find ways to incorporate more physical activity into people's lives and routines.

Systems change is a journey that requires a radical change in attitudes as well as the way people work. It is the relationships, trust, commitment, energy and initiative that drives change forward.

Sports and Leisure:
Brentford FC, Everyone Active, GLL, London Tigers, Sports Works

Housing:
A2 Dominion, Catalyst, Berkeley

Southall Community & Support Groups engaged in Southall Community Workshop:
Havelock Family Centre
Indian Workers Association
A Rocha
Southall Transition
Y2 Education Southall
Somali Advice & Development Centre
GOSAD
Afghan Academy International
Yoga School
Punjab Theatre Academy
Dormers Wells Trust Ltd
Southall Sports Trust Ltd
CAPE Certitude, GOSAD, Neighbourly Care
West London Mental Health One You Ealing



Ealing Council
NHS Ealing CCG
London Sport
What Works Centre for Wellbeing
North West London Collaboration of CCGs

Ealing Council
Southall Community Alliance
Ealing Community Voluntary Service
NHS Ealing CCG
Uscreates
Featherstone Schools Sports Partnership
Ealing Hammersmith and West London College
UCL



Governance

This is an initial governance structure which will be revisited and developed to respond to the needs of the pilot and enable effective decision making.

Ealing Council – Ealing Council is the lead partner for the programme, meaning it has overall responsibility for the programme, outcome achievement and financial management.

Ealing Cabinet – Ealing Cabinet is accountable for the council's decision-making process. It meets every month and has nine members, each with a specific area of responsibility known as their 'portfolio'.

Ealing Local Strategic Partnership (LSP) – Ealing LSP Executive Board provides strategic leadership on key projects, aiming to improve outcomes on issues that no organisation could achieve on its own. The board brings together senior executives from the statutory and voluntary sectors as well as representatives from the business world.

Ealing Health and Wellbeing Board – The Ealing Health and Wellbeing Board aims to improve the health and wellbeing of Ealing residents and reduce current inequalities in outcomes.

Sport England – Sport England is a non-departmental public body, which will provide a range of support and expertise, including co-ordination of the LDP Network to share learning. Sport England has appointed IFF Research as its national evaluation partner.

Let's Go Southall Executive Board – The Executive Board will inform and agree the direction of the programme. It will also ensure that co-ordination between workstreams and engagement with partners are effective.

Let's Go Southall Steering Group – The Let's Go Southall Steering Group is responsible for the overall delivery of the Let's Go Southall programme in the community.

Let's Go Southall Community Steering Group – The Community Steering Group consists of leaders and members of local organisations and is chaired by Southall Community Alliance.

It is important to highlight the valuable role that Southall community partners, organisations, champions, leaders and interested groups have played in the journey to date, and recognise that their role will be critical to the success of Let's Go Southall. Thus the 'community' arm of the governance model will be co-developed further with Southall community partners and organisations.



Insight and research

In order to tackle the inequalities that exist in our pilot area, we need to obtain a deep, on-the-ground understanding of the complex challenges and barriers that stop people becoming more active. Engaging with, listening to and observing residents in their day-to-day lives will be key to gathering intelligence, uncovering insight and co-designing ways to engage and motivate different sections of the community.

We want to start by understanding the culture of the environment we're in and what shapes people's behaviour and capacity to change.

For example:

- motivations, assets, needs and behaviours of people that live and work in Southall
- patterns of behaviour over time
- underlying systems that influence behaviour patterns
- mental models of the different communities that create these systems

Co-design, co-develop and capacity build

With the support of our insight and co-design partner, Leadership Centre, Let's Go Southall will harness community expertise through solution co-design. This means actively involving all stakeholders in the design process so that the result meets their needs.

Through the co-design and co-development process, we will:

- Support and enable the pilot community to develop and implement their own solutions to barriers to physical activity
- Develop peer research by building capacity and skills among local statutory and community organisations to undertake a similar programme of insight, co-design and community development in other areas or with other communities.

- Initiate a movement for lasting behaviour change and build capacity within the community to sustain this momentum.

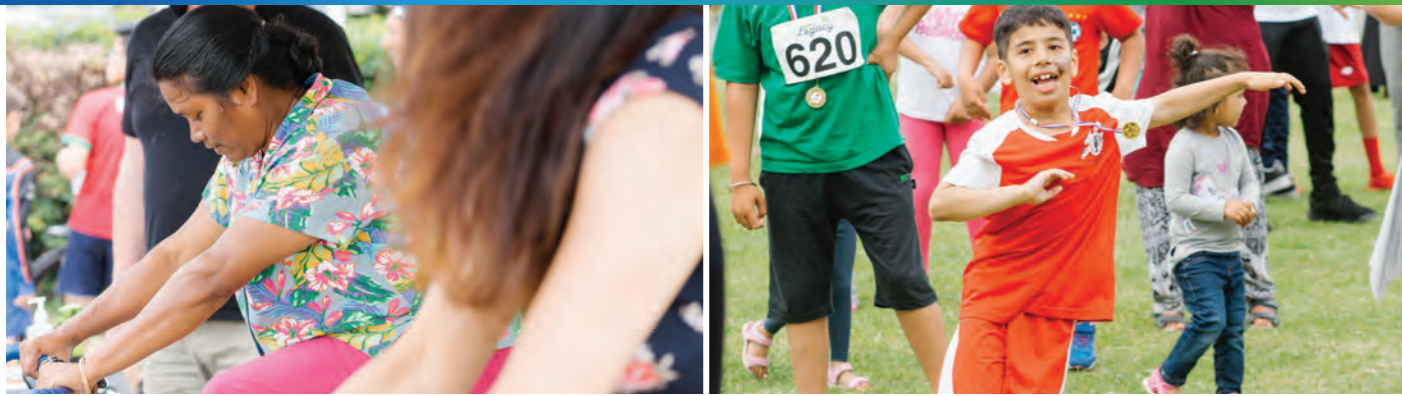
We are also seeking to embed sustainable whole-systems change and recognise that 'interventions' may operate at different levels within the system, where there is opportunity and leverage. We will seek to create these by working with others through new collaborative ways of working, building connections and relationships across the system and developing necessary skills for people to listen to users and work collaboratively.

Test and iterate

The only way we will know if our ideas and solutions will work is if we try them out.

By testing, learning and iterating solutions in the community, we will be able to establish quickly which solutions work and how we can refine them to make them even better. By embedding feedback and learning loops into our process, we can concentrate our efforts on finding the best solutions efficiently, while ensuring they will work in the community and stand the test of time.

An iterative, flexible approach is required, which means that if insight suggests changes should be made to co-produced solutions or the insight methods themselves, this should be seen as positive learning rather than 'getting it wrong at the start'.



Evaluation

While it is important to deliver a programme that enables the Southall community to be more physically active, it is also important to learn from the process. We are committed to sharing what works (and doesn't) with the community, other Local Delivery Pilots and Sport England.

Social Change UK, our evaluation partners, will provide support in measuring our impact throughout the process and will also provide initial baseline data.

- Our shared aims and objectives are:**

 - 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.
- The programme also works closely with national evaluators IFF Research. Appointed by Sport England, IFF Research collates, processes and shares learnings across all Local Delivery Pilots and beyond.



"I don't feel like we have enough emphasis on sports. The great thing about sports is that it gets people who probably wouldn't have any interaction on a day-to-day basis – it gets them together and working together. It creates that vibe, that environment, that energy."

Sandeep, Gym manager

Our Journey

- Timeline
- Challenges we have faced so far
- Looking forward and next steps
- Get involved
- Find out more





Our journey – Timeline

➔	Pre 2017 Southall Big Plan evolved out of the Southall Big Conversation in 2012, guided by the Southall Partnership, various improvements and regeneration projects have taken place since 2012
➔	Early 2017 Bid for Sport England project in collaboration with Southall Community Alliance and other groups
➔	November 2017 Successful bid award to the Let's Go Southall LDP
➔	July 2018 Lead programme personnel change
➔	August 2018 Community engagement activities in Southall during the summer to raise awareness with residents Workshop at Spikes Bridge with partners to identify what skills we need to develop and what different partners can offer to support the programme
➔	November 2018 Supporting the piloting of the Elemental Social Prescribing Project in Southall
➔	December 2018 Programme Manager and project and engagement officer in post Corporate Board sign-off and assignment of an Executive Director sponsor to oversee the programme and its governance
➔	January 2019 Residents survey, and community group survey
➔	March 2019 Evaluation partner, Social Change UK appointed
➔	June 2019 Insight and co-design partner appointment
➔	July 2019 Baseline established

Challenges we have faced so far

Whole-systems initiatives are often marked by energy and enthusiasm at the start but may lack clear direction. It is tempting for people to pitch in with ideas on how to 'get going' without first establishing a shared vision and values or understanding where we are starting from and where is best to intervene. Planning for system change is about agreeing the ambition of the endeavour, what needs to change, who needs to be involved, and how people will work together.

Due to multiple factors – including changes in internal leadership, as well as governance and the procurement process – progress has been slow, particularly from the view of the Southall community. However, internally there has been emphasis on the importance of 'getting it right' and laying solid foundations at the beginning of the program to ensure rigorous evaluation throughout and sustainability beyond the Sport England timeline.

"Let's Go Southall is a fantastic and exciting, once in a generation opportunity to tackle a health inequality in Southall. Considerable health data shows that poor health is often linked with physical inactivity. This is precisely why Let's Go Southall will work over the years to enthuse and motivate Southall residents to adopt more active lifestyles."

Janpal Basran – Southall Community Alliance Manager

Looking forward and next steps

With a solid foundation laid down for this programme and the baseline established, Let's Go Southall is ready to launch into the Insight and Co-Design phase as of Autumn 2019.

Follow along or, even better, join us on our journey. Our community is open to all – if you want to get more active, help others get more active, share your expertise or opinion, get in touch through our website www.letsgosouthall.org.uk or email us at letsgosouthall@ealing.gov.uk

Get involved and find out more

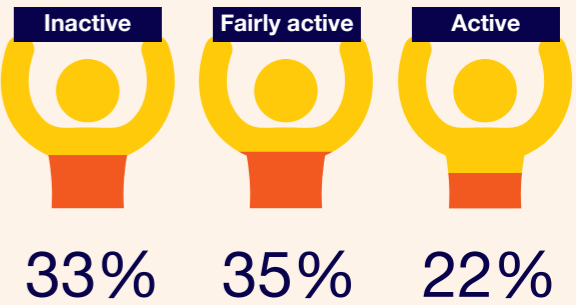
For more information, please visit www.letsgosouthall.org.uk

To make sure you get the latest news about Let's Go Southall, visit www.letsgosouthall.org.uk/get-updates

If you would like to ask a question or volunteer to be more involved in the project by helping other people to be more active, please email letsgosouthall@ealing.gov.uk

What stops me being active in Southall?

'I prefer to spend my free time doing other things'





Our supporters

- Sport England

Active Ealing

London Sport

Southall Community Alliance

Elemental

Social Change UK

Brentford FC

Everyone Active

GLL

London Tigers

Sports Works

A2 Dominion

Catalyst Housing

Berkeley Group

Havelock Family Centre

Indian Workers Associated

A Rocha

Southall Transition

Y2 Education Southall

Somali Advice and Development Centre

GOSAD
- Afghan Academy International

Yoga School

Punjab Theatre Academy

Dormers Wells Trust

Southall Sports Trust

CAPE Certitude

Neighbourly Care

West London Mental Health

One You Ealing

NHS Ealing CCG

What Works Centre for Wellbeing

North West London Collaboration of CCGs

Ealing Community Voluntary Service

Uscreates

Featherstone

School Sports Partnerships

Ealing Hammersmith and West London College

UCL

The Leadership Centre

Year Here

IFF Research

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“We have beautiful parks here that I think are underused and we need to get younger people out into the parks. We support children that have many difficulties in life – teaching life skills is a basic necessity today and sport really helps them engage. With that they improve greatly – at school, with friends and with family.”

Onkar

“Once I started doing the walks, I started losing the weight. I thought this is working for me and now I want to help other people. We have a lot of Type 2 diabetes in Southall, and I am really shocked how many don’t know about the basic conditions.”

Lush

“If we have a project that is happening in the borough, one thing we lack is other communities knowing about it. So it will be there but few people will use it. If you advertise it where the Somali community go for help and advertise it in their language, they are more likely to take part.”

Fathia

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