





### We want it to be easy and enjoyable for everyone in Yorkshire to be active.

We know moving more, being active or taking part in sport can help people to improve their lives. Many people already benefit from being active but too many people also face challenges to build activity into their day-to-day lives.

This review looks back at the things we have achieved and the changes we have made in who we are, and looks ahead to why we expect positive changes to be made and sustained.

The essence of our work is through collaboration and working with others. On occasions we lead where it is appropriate to do so but, for the most part, our role is to connect, influence and support our partners.

This report is therefore a culmination of the work of a great many people and organisations who we work with on a daily basis. We thank them for their continued support.



**Nigel Harrison** Chief Executive Officer



**Paul Reid** Chair

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## How we work



We see our main roles as to connect, influence and support the people, places and policies that get us all moving.

We are clear in our ambition for it to be easy and enjoyable for everyone in Yorkshire to be active.

We know moving more, being active or taking part in sport can help people to improve their lives.

Many people already benefit from being active but too many people also face challenges to build activity into their day-to-day lives.

## **Our Strategy**

Following more than 12 months of conversation with people representing partner organisations, we were pleased to share Our Strategy, 2022 and Beyond in March 2021.

We last updated our strategy in 2017 and felt we were still on the right lines with place-based working, so didn't feel the strategy needed reinventing.

However, we recognised the world is a different place with new challenges and solutions and this helped shape our thinking.

We know we are not in a position to deliver without core Sport England funding, and we were pleased to be among the first to be announced as a System Partner following an in-depth application process. This gives us the security of knowing we would get £6.9m over 5 years.

Supported by this system partner funding from Sport England and the National Lottery, our vision is a vibrant, healthy and prosperous Yorkshire through everyone moving more. And we mean, everyone.

We are stronger when we move together. This is why our work fully supports the aims and common purpose of Sport England's 2021-2031 Uniting the Movement vision by connecting, influencing and supporting the people and places across our regions. We are committed to playing our part.



## Working in partnership

District Activity Partnerships and local leadership are there to inspire and support movement, physical activity and sport.

We know the commitment and connection across many organisations and people is essential to create the conditions for active lives.

If we are to make a long term and lasting change, we all have a role to play in supporting the vision, it's everyone's business.

We need 'active' in all policy, process and practice – integrating, enabling and embedding movement, physical activity and sport across all sectors and partners.

Shared leadership can guide local vision and this approach makes a huge difference when addressing inactivity and inequality.

That is why we spend so much of our time and resources on connecting, influencing and supporting the stakeholder groups and leadership networks that we call 'District Activity Partnerships' (DAPs).

Each is as different as the places they support. They build their structures. Identities and style of working in a way they know best for where they are.

They operate with a clear purpose to support aligned activities, effectively use data and insight, build advocacy, advance policy and mobilise resources.

It takes time, energy, resources and leadership to support our collective ambitions. As an Active Partnership we are uniquely placed to be able to offer our resource and expertise. We have learnt the importance of a dedicated team to coordinate the work of the collective – we refer to this as 'backbone support'.

As these partnerships continue to develop in groups and networks across districts, they will all play their part to contribute to a collective 'whole-ofsystems' approach to policy, process and practice.

District Activity Partnerships remain at the heart of our work and how we go about delivering our strategy,

















## Impact and backbone support

Our resource is used to support and facilitate the collective impact on all levels from local communities, districts, counties, regional and national. The impact of this can be seen in many ways, these are just some examples.

### Guide vision and strategy

Physical activity and sport strategies have been developed in partnership through:

- Active Bradford
- Active in Barnsley
- Move More Sheffield
- Get Doncaster Moving

### Aligned approaches and activities

Beat the Street – The 'game' to encourage more walking, running and cycling using electronic cards and Beat Boxes has been delivered to over 91,000 people Rotherham, Barnsley and Sheffield.

**Moving Forward Together** – An action research project in Calderdale used activity to help people with workbased training and support them to find employment.

We Are Undefeatable – The national campaign landed in Kirklees, Leeds and Sheffield. In **Kirklees** the University of

Huddersfield worked with the South Asian community in Birkby and 3rd sector groups to better understand the barriers to being active for this community and those with long term conditions.

### Senior influence

Over the year we have been working with senior leaders across health partners, local authorities and police across Rotherham to gain their commitment to further embed physical activity across strategy and policies across the district. Rotherham Health and Wellbeing Board and Cultural Partnership have now agreed on an approach and action plan to take forward.

### Advance policy

We have been part of the sport and physical activity subgroup of the Policy Yorkshire think tank. In response to the Governments Levelling Up white paper, the group has developed a series of policy recommendations that have been submitted to a wide range of leaders across the region. Follow-up conversations are taking place to put

these recommendations in place.

Using our **Creating Active Schools** framework we have been working with schools from Leeds, Doncaster, Rotherham and Sheffield. We have been supporting them with training, consultation and improvement plans, and followed up with Community of Learning sessions.

### Mobilise funding and investment

We have supported the development of successful submissions to the Football Foundations' Active through Football programme. This will bring £3m into communities who face some of the greatest inequalities.

## Influencing the sub-regions

We advocate, influence, advise, invest, co-ordinate, convene, champion and drive understanding around what can be done to help everyone be active.

We promote and encourage a 'wholeof-systems' approach - a way of ensuring that complex situations are tackled with common understanding, flexible working and agreed actions across the many agencies, organisations and communities who share a collective purpose across South Yorkshire and West Yorkshire

That means being a strong voice and using our unique position, trusted relationships, expertise and learning.

### **Policy Yorkshire**

This regional think-tank influences regional and national strategy and policy and YSF CEO Nigel Harrison chairs a physical activity group. They have made a public call for evidence over the last year on how policies and strategies can be changed to support people being more active.

The group will look to demonstrate where physical activity and sport can add value to the Levelling Up ambitions and turn them into reality.

### Combined authority groups

YSF has a place on the West Yorkshire Combined Authority: Cultural Arts and Creative Industries Committee chaired by West Yorkshire Mayor Tracy Brabin, a strong advocate of sport.

The new Cultural Framework will act as guidance for future investment. Its priorities are: culture and sport for all; everyone can work in the sector; a creative and growing sector; and the role of sport and culture in attracting people to the region.

In the **South Yorkshire Combined** Authority (SYCA): we have been an active member of the Active Travel Advisory Board, working with Dame Sarah Storey, former Active Travel Commissioner, for South Yorkshire and Bassetlaw Integrated Care System (ICS). Progress was made with active travel infrastructure over the last two years with Government investment and Sarah's strong leadership and focus on inclusion. We connected with mayoral

candidates about the added value physical activity and sport can bring to the Combined Authority and Local Enterprise Partnerships (LEP) ambitions.

### ICS groups

The physical activity steering group of the West Yorkshire Health and Care Partnership (ICS) has been recognised as a good example of helping each of the districts to identify common physical activity priority areas.

The Leeds Population Health Conversation highlighted the 'whole of systems' approach to physical activity as something other preventative areas could learn from.

We are working with South Yorkshire and Bassetlaw Integrated Care System and Sheffield Hallam to build a collaborative approach alongside the Population Health Improvement Board.

## Shaping the landscape

Two years ago, we introduced the role of Active Design Manager into the team with the aim of supporting our planning, design and developer partners to embed Active Design principles into their work.

The last year has seen work with plans including Huddersfield Town Centre and the new Calderdale Hospital. The Advisory Design panel for Barnsley is planning to include high quality green and open spaces, safer streets and connecting neighbourhoods with networks of cycling and walking routes.

In Bradford, our manager has contributed towards the 'Shaping the Future of the District' conversations. This has included inputting into the new Local Plan along with the South Pennines Moors Supplementary Planning Documents.

Working with Make Space for Girls and Women in Sport, we commissioned a research piece called Make Space for Us that has helped us to understand the barriers, opportunities and motivations of teenage girls when using parks and green spaces.

This work has taken place in three parks: Holroyd Park in Kirklees, Ellesmere Park in Sheffield and Greasbrough Park in Rotherham. We held focus groups with girls in the local secondary schools and the community.

We have also offered guidance on a range of other projects including nature social prescribing work in Doncaster, the design of Pitty Beck in Bradford, and Brierley Fields in Calderdale.

A major conference in 2023 will bring together landscape architects, planners and design specialists to learn from and share good practice, networking people involved in active design across Yorkshire.



## In our communities



Our work in communities aims to tackle inequalities by helping people come together and make the best use of the places and opportunities where they live.

There are so many ways for people to help each other be active so we use research and evaluation to improve our understanding of what works best. We focus most of our resources on our lowestincome neighbourhoods to support people that help and live in our communities.

In particular, The Tackling Inequalities Fund allowed us to support many more groups and projects during the year.

## Working where it matters

Using the latest data and insight, we have identified areas to focus our funding and efforts, known as our priority places.

This allows us to connect, influence and support the many people who provide the capability, opportunities and motivation for people to be active.

We have prioritised 14 places for more support for projects and building capacity with local organisations and individuals. A number of the programmes mentioned in the following pages, aim to support people and organisations in those areas.

The places include nine areas of Active Dearne, Active Burngreave, Birkby and Fartown, Kendray, Airedale and Maltby. Hundreds of participants have taken part across the priority places this year, with more monitoring due to come in.

The Year 2 Priority Places Evaluation Report highlighted areas of significant success as well as areas for learning.

While COVID had significantly impacted this area of work we have seen increasing numbers return to activity and have seen improvements in people's mental and physical health. Our focus on data collection will help us build an evidence base for this.





# Power of people and blace

### Walking football brings people together

A walking football session in Swinton created as part of the Active Dearne project, has been named the Sheffield and Hallamshire County FA Grassroots Project of the Year.

Established by Active Dearne Community Champion, Adam Kent, and Ian Whitehouse from SID Sports Coaching, the weekly sessions began in October 2019 as a way of reducing isolation in an area of the country which has high suicide levels of men aged 25-55.

Less than two years later, there are now two weekly sessions, with 50 participants a week. As well as being led by Adam, who has attended a mental health awareness training course, there are links to the local Mind over Matter charity, to direct those who take part to more support with their mental health.

"We wanted to find a way for people to socialise and enjoy football in a friendly group," said Adam.

"Mental health came out as one of the main outcomes we wanted, and this is having a positive impact on that.

"It's mind blowing. To turn up and know there's going to be 25 people there whatever the weather, is fantastic. It sounds corny, but we're like a family. If someone is having a tough time, we're all there to pick them back up.

"The people who are coming to this session are unlikely to go and ask for help if they were struggling with mental health," added lan.

"But when they come to the session they are happy, and they talk to each other and it provides a support network. Seeing the session grow and develop makes everything worthwhile."

Read more online





The Tackling Inequalities Fund was created by Sport England to help reduce the negative impact of COVID-19 and the widening of inequalities in sport and physical activity. In 2021-22, we were in the third phase of the fund, to help organisations working with people facing the most challenges to be active.

The flexibility of this fund has enabled us to create a district approach to suit the differing needs across our patch. It has also allowed us to take the time and actively seek new relationships

We £170,000 to 27 clubs provided and organisations nearly



5,600 participants

We made an episode of The YSF Podcast with Bradford's **2tshirtgang**'. Co-founders Anthony Williams and Trinity Brown discussed how the Health is Wealth project aimed to lift people's mood during the pandemic through activity and nutrition.





Watch how Sheffield Environmental **Movement** used the funding to bring local people closer to nature



## Funding where it matters

I did not imagine that it was going to introduce me to a group of people who I wanted to work with over the next few years. ""

Within every community, there are people, groups and organisations working to make it a better place.

The passion and selflessness of these people on their own is powerful, but bringing like-minded people together can take that to new levels.

That's what happened when David Bussue, Service Director for SACHMA Health and Social Care, brought together four faith-based youth organisations to apply for the tackling inequalities fund provided by Sport England, and distributed by our team at Yorkshire Sport Foundation.

It was a collaboration that saw the formation of Level Up – four women doing similar things from different church groups across Sheffield. One of the four women was Lisa Phillip, a woman with more than 20 years' experience in youth work.

"It's been so much better than I imagined," said Lisa. "The link came about through David because he told us about the fund and what it was for. Each of our groups had done things like fun days with rounders and basketball games between different branches, but it was a first for some of us.





fund to support Community Games events to bring people together



Groups and organisations could apply for up to







Video of ShipShape's Community Games event



This pot of money came at an ideal time when we were finishing a Health Holidays project. To be able to go out with a bang was just brilliant. We wouldn't have been able to do it without your support. "



Thank you so much for supporting our event. It was a fabulous day and made everyone feel so much more normal in such a challenging time. "





Helping David back into activity after lockdown.

David, now in his sixties, was a former crosscountry runner for South Yorkshire during his teens, and he decided to lace up his trainers once more and hit the roads to try and keep active. But he found himself out of breath quickly and didn't maintain his return to the sport he enjoyed as a teenager.

That was until wife Michele saw a post on Facebook for a new walk-to-run group starting at Manvers Lake, led by Jerry and Sally, two of the Active Dearne Community Champions.

"I didn't know what to expect," admits David, "but lerry was very nurturing and as week-by-week progressed, my enthusiasm began to run away with



We're really keen to promote this activity for others because we know what benefits it has brought to us. In terms of my emotional wellbeing, it couldn't have come at a better time. From a physical perspective, it gradually got me back into exercise. "

Read more online

## Children and young people



Our children and young people work is focused around creating positive experiences in a range of sports and activities.

We aim to ensure that every child has the capability, opportunity and motivation to experience the enjoyment and benefits that being active can bring.

Working with partners in education, health and sport, our aim is to support inspiring experiences and pathways through schools and in communities.

Our goal is to create the conditions so that regular physical activity is embedded in every child's life, maintaining good physical and mental health.

**Prioritising support** 

A new grants system saw £85,000 awarded to 17 projects to provide positive, enjoyable experiences to develop more regular activity habits. The investment was prioritised in our focus communities and on under-represented groups.

Find out more and watch the video about a skateboarding project in Calderdale



In Kirklees the funding helped Huddersfield Town Foundation to deliver a leadership programme alongside mosques and youth workers in Birkby and Batley to try and reduce youth crime. This will see 20 young people qualify as Sport Leaders to deliver sessions to the rest of the community.

Additionally districts were allocated £25,000 to invest locally in line with local priorities.





### **Creating Active Schools**

The Creating Active Schools Framework (CAS) was developed in Yorkshire in 2018 by an independent group of experts to promote a whole systems approach to school improvement.

Dozens of schools are now using CAS to improve outcomes through physical activity, thanks to support from Local Delivery Pilots, local authorities, and Public Health.

Schools from Leeds, Doncaster, Rotherham and Sheffield have been supported with training, consultation and improvement plans, followed up with Community of Learning sessions.

A national pilot of 200 schools across England is testing a range of approaches and building case studies demonstrating impact.

We supported the development of the CAS website with interactive tools to profile and plan in the areas of policy, environments, stakeholders and opportunities.

We have also worked with OHID (formerly Public Health England) on a publication of COVID catch-up and physical activity resource using CAS guidance.



### **PE Awards**

The PE awards were rebranded as Active School Awards for 2021 we a record number of over 50 applications.

The nine district winners were sent to an external panel who picked Oakhill Primary Academy in



Barnsley as South Yorkshire winner and New Road Primary in Calderdale as West Yorkshire winner.



### **Opening School Facilities**

Sport England invested more than £10m to help more schools open their facilities to the public once the pandemic was over.

The funding was distributed through Active Partnerships, and we were allocated £600,000 to help schools support young people facing inequalities outside of curriculum time, particularly those in receipt of free school meals and those with Special Educational Needs.

We worked alongside a group of local co-ordinators to agree priorities, which schools to target and what their local application process would look like.

A total of 78 schools received funding and provided activities ranging from trampolining to pond dipping; kickboxing to allotment building. 14,000 children and young people, 1,500 adults and 9,000 children and young people were enjoying community activity.

One school told us: "The funding was very much welcomed, our pupils had an excellent time and were able to have an experience that otherwise would not have been available to them. It allowed them to build confidence and make friends, something we can see has allowed them to make the transition to secondary school more easily."

Westfield School used their funding to run a swimming project aimed particularly at those children receiving free school meals. With many families still not able to go on holiday during the summer holidays due to Covid or financial constraints, the school opened the pool and worked closely with Points Learning Network, an organisation that works intimately with all primary schools in the local area.

Within a few days of offering the opportunity to families, more than 200 requests had been made. The level of interest in particular from parents of younger children was completely unexpected, showing the great need there is to offer similar programmes in the future.



### School Games

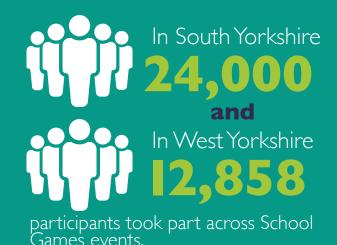
The School Games networks have been working to re-align both the countywide and local offers to the new direction of the School Games. This is towards a more outcome and impact-driven programme, creating offers for those hardest hit by COVID-19.

In South Yorkshire, participants took part across School Games events including:

- A competitive rugby league event for both primary and secondary aged children
- A virtual Hit the Ground Running challenge took place again after good feedback
- Virtual School Games week with five activities for schools to do during the week to support 60 active minutes and give teachers a plan for PE lessons during the week.







### The events were:

• We teamed up with Leeds Girls Can for a This Girl Can Festival to provide a range of activities including pop pilates, RAF-led leadership activities and yoga. We also partnered with Freedom 4 Girls and provided sanitary pads and tampons to the girls at registration.

The decision to do this was on the back of youth-consultation with girls that found periods was one of the main contributors to inactivity among young girls in secondary schools





Leading the Way workforce development project was able to engage with residents, groups and communities from ethnically diverse communities to deliver activity that is rooted in local communities. 45 people were trained in two projects in Sheffield and one in Leeds.

The first nine apprentices joined the Coach Core Leeds programme to build experience and developed themselves through sport and coaching.

Our Workforce Development Manager was a finalist for Mentor of the Year for working closely with her apprentice to understand their needs and motivations, opening up pathways with employers as learning about our organisation.

Further workforce development will follow four themes: developing people and learning, health systems, clubs and organisations and volunteers and coaches.

### Club Matters Local

A coaching bursary of more than £6,000 funded 44 people in our focus communities to gain coaching qualifications. We placed a priority on people with a disability, women and those from ethnically diverse communities.

We have also delivered a "Club for All" course which has been piloted by Sports Structures and aims to support clubs to become more inclusive.



My time partaking in the Leading the Way project I have felt a great sense of achievement due to the voluntary work I have done. ""





I have supported at sessions. The sessions are for Afghan refugees. ""



'I have had the walking leader training and have been on the chairobics training. My training has built my confidence and has allowed me to start up taster sessions leading some summer walks and women's Chairobics.'



The ambassadors put their skills and knowledge into practice, leading events and developing physical activity opportunities for their local community and school networks.

Click to read more



Photo Active Calderdale

### About us



We are clear in our ambition for it to be easy and enjoyable for everyone in Yorkshire to be active.

We know moving more, being active or taking part in sport can help people to improve their lives.

When we launched our strategy in March, we set ourselves a series of goals to build our vision on. During the year we have refreshed our strategy

linking in to Uniting the Movement.

Many people already benefit from being active but too many people also face challenges to build activity into their day-to-day lives. Our latest strategy sets out how we will help to address these challenges.

### Diversity and inclusion will be at the heart of What our partners think about us everything we do

We know inequalities in society run deep and affect everything from disposable income to life expectancy.

We wanted to build upon recent good work by our partners and our team to relentlessly pursue true diversity and inclusion. From participation and accessibility to the messaging we put out and the people we employ.

Seventy percent of our work is focussed where people and communities need the most support. Areas like Burngreave, Denaby and Fartown have different challenges, but our work tries to help people come together to support lasting positive change.

We have an internal **Diversity and Inclusion Team** and work regionally with our colleagues from Active Humber and North Yorkshire Sport

Our new **Diversity and Inclusion vision** was developed by the whole team, and we want to be visible about our commitments.

Our action plan looks at the policies and processes that will make it easier and more inclusive to work for us. At the forefront of this has been our recent reviews of our recruitment processes resulting in significant changes such as anonymised shortlisting and wider promotion of opportunities.

We have continued our learning through whole team discussions about topical issues, inviting guests to speak to us about their lived experience, taking part in training provided by groups such as **Hope not Hate** and encouraging colleagues and partners to be aware, responsive and an activist on diversity and inclusive actions locally.

Team members took part in the **Leading for Renewal Inclusive Sport** programme delivered by Inclusive Employers. This helped us critically review our approach and spread the focus of work across the whole organisation.

To help us understand how people see us, we started a new way to measure satisfaction across the various people we work with. Those range from partners we work closely with regularly to people who come to our events or receive funding.

We measure this through a Net Promoter Score (NPS). Over the year we raised this from 67 to 74, which puts us in the top 25% of companies.

To raise our profile, we increased our engagement with the media. We actively sought media coverage for the work we do with others and monitored this throughout the year.

We had press releases published in a variety of district and regional media titles, and provided spokespeople for radio shows.

In the future, we plan to take a broader look at reputation management, and create a way of measurement that considers our NPS, our media engagement, and what our staff say about us.



### Becoming an ethical employer and great company to work for

As well as our Diversity and Inclusion Team we also have a Climate Crew which is helping us deal with the challenges ahead in changing culture to combat climate change.

We also see the wider challenge to bring diversity of people working in the sector and talking to people about motivations and ambitions.

We are proud to be a **Disability Confident Employer** and a Mindful Employer.

During 21-22 we identified the **Best Companies** scheme for measuring staff satisfaction, and in the summer we found out we had been awarded a star rating as "Very Good".

Staff surveys also told us Yorkshire Sport Foundation is a great place to work, with 94% of staff saying they felt valued and supported by colleagues.







## Thank you

On behalf our team, I would like to say it has been an honour working with so many great people, and I look forward to the work we do in the future.

**Nigel Harrison** Chief Executive Officer





