



Brinnington Park Leisure Complex and Place-based working – case study

Data shows that Brinnington is one of the most deprived areas in the North-west, there are lower healthy life expectancy rates, poor mental health, higher levels of physical inactivity and many more. Demonstrating impact and assessing what impact we can have as an organisation is key but the methods to achieving this will allow us to learn and evolve on the approach we are taking. Data and insight work identified Brinnington as an area to focus a whole systems approach. This would enable us to consider all factors that may help people to become more active in their local area. Brinnington Park Leisure complex is an asset within this community, but it has been important to create opportunity and build trust with residents. We asked ourselves:

Where are we now?

- Engagement
- Variety
- Community need
- Access
- Space
- Partners

Adaptations to our planning by taking into consideration all the above have been important components of evolving the approach to supporting the community. Identifying:

- Partners and perception of the centre.
- Using the centre for wider purposes than physical activity.
- Meaningful engagement.
- Measuring impact with limited resources.
- Creating social spaces and forums to better connect with the community.
- Assess and actively listen to community ideas and co-produce with them.
- How did we engage with the disengaged?
- How can we evolve the centre to become a community hub?
- What impact can we have across all parts of the community?

Quotes

Russ Boaler (Consultant for Physical Education, Sport & Physical Activity, and Public Health Strategic Lead): “Supporting residents to become more active is important but as significant is the opportunity to bring people together.”

Nina Burns (Communities Manager, Groundwork): “Brinnington Big Local has collaborated and worked with Life Leisure for a number of years. It has been an exciting journey and one which has seen Brinnington Park leisure complex become a central space for a wide range of community activities for all.”

Jimmy (Local resident and volunteer): “We basically wanted to try and get people who were socially isolated, get them involved, get them meeting new people and get them moving on to other groups to expand on their support networks. We have a walking group setup from meeting at the centre and we have the digital drop-in to offer more things to get more people involved.”

Quote from Alex (Local resident): “It is great to have a large indoor space to walk together, listen to music, walk and chat, and also have the opportunity to rest when needed. It wasn’t what I expected when I first came to the centre as I went to the coffee morning to meet new people, so to find myself as part of a new walking group it has helped me a lot”.

Brinnington background of operations 2018-2019

- Studio and gym usage low during off-peak hours.
- Sports hall and outdoor pitch usage low off-peak hours.
- Community room usage low.
- Limiting test and learn prior to Local Pilot due to funding restrictions.

Key outputs

Centre and programme usage in:

- Quarter 1 (April 2022)
 - o 4441
- Quarter 3 (October 2022)
 - o 9537

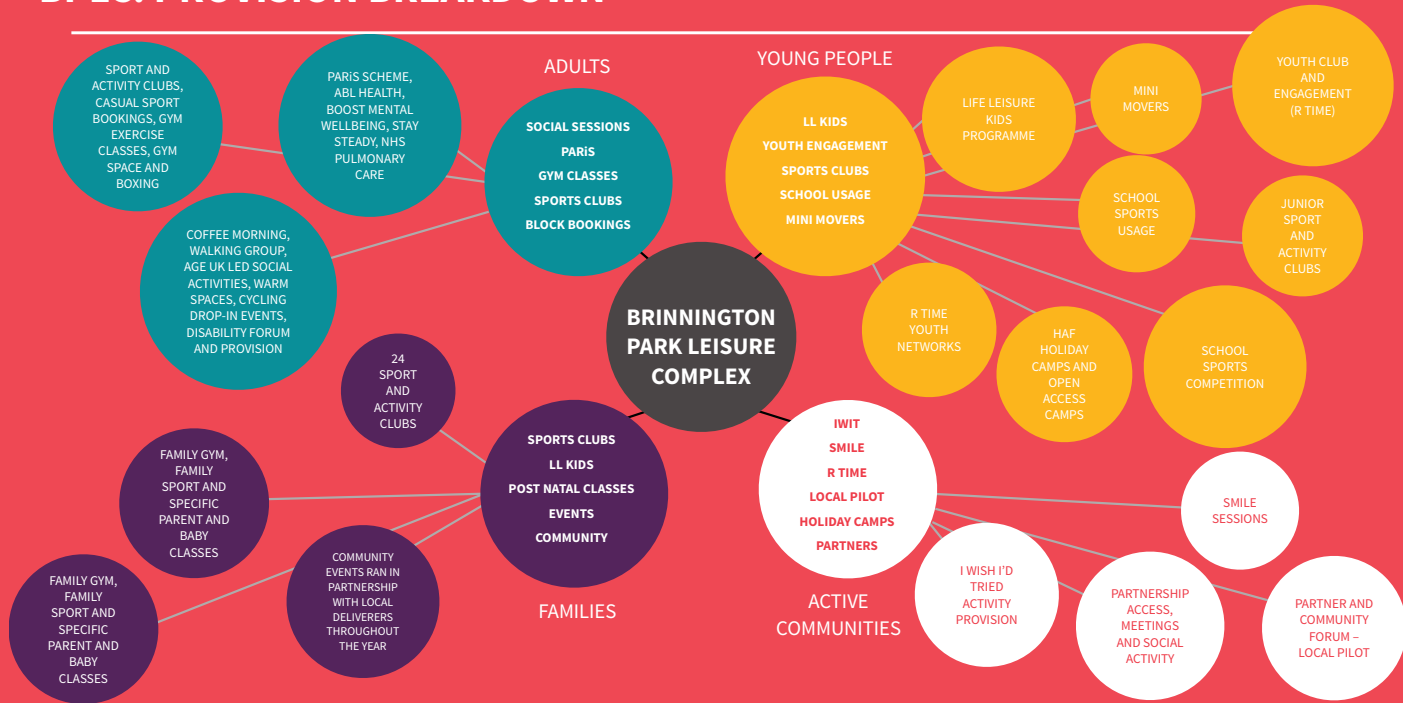
A substantial increase within the space of six months.



Centre usage and engagement

The ambition is for the centre to become a community hub and to effectively analyse positive and meaningful engagement. By working with community connectors, and taking a whole-systems approach for a diverse offer we can continue to evolve what we can do for the community.

BPLC: PROVISION BREAKDOWN



What have we learnt?

Improve the understanding and role of the centre in working towards becoming an important community asset:

- Behaviour and culture change: social activity engagement and conversations before participation.
- Creating a social movement: Trust building with local community connectors and recognising the strengths of word of mouth to promote activity.
- Sustainability: Support communities and empower people to be part of interventions and activities. E.g. Community Pot.
- Delivery designed by local people: Focus on decisions from the community and support ideas through funding and capacity.
- Link to community assets and organisations: Support local assets and partners to develop ideas further.
- Partners understanding and awareness: Varied usage to explore how partners use the centre and understand physical activity more.
- Evaluation and Impact: More qualitative and impact reporting of participation and engagement.

Case studies (upon request)

- Social gym session at the centre.
- Working different in Brinnington – Local Pilot.
- Cycling Drop-in events and learnings.
- Brinnington Maps, Walking and centre use.

Partners

We are collectively proud of our reputation for working with multiple partners to bring the greatest benefit to the community.

- Support and influence of partners to support the whole systems approach and principles of the Local Pilot.
- Extensive network of partners to improve connections and engagement.
- Working with partners E.g. Brinnington Big Local, Public Health to contribute towards community development work.

What can we do better?

- Understanding the reason to be a catalyst for wider work.
- Community led ideas.
- Maintain and refresh provision.
- Training and development for staff and volunteers.
- Community forums emerging.
- Social prescribing model.

Summary

The centre has adopted changes since it opened to shift towards becoming a community hub. Its full potential hasn't been reached yet and there is no perfect model that can be achieved. However, it's evolution has focused more on how the centre can change its conditions to enable active lives and steer away from traditional activity programming.

The Principles of the Local Pilot

- 1. Must be an identifiable need:**
 - supported with an evidence base
 - Targeting the physically inactive (ensuring a focus on population health interventions and targeting the most 'at risk' proportionately)
 - Must align to one or more of the target audiences (and the insight that has been developed about them)
- 2. Builds on individual and community assets to add value to what is already going on, i.e. the conditions are right**
- 3. A plan for engaging with the key audiences and a commitment to co-design with public services and VCSE engaged**
- 4. Must follow a whole system approach (the blue and white circles diagram)**
- 5. Should demonstrate how it addresses social and health inequalities as a cross cutting theme**
- 6. Embrace innovation and calculated risk in the interest of doing things differently**
- 7. Is part of a coherent plan for physical inactivity in the locality underpinned by:**
 - A whole place approach to public expenditure in physical activity
 - A focus on growth and sustainability
- 8. Committed to the GM and National Community of learning approach**
- 9. Distributed Leadership (everyone's a leader)**