

## Exploring Effective Relationships in Physical Activity & Health

The NWHPAF Annual Conference 2012

<http://exploringeffectiverelationships.eventbrite.co.uk/>

Thursday 1<sup>st</sup> March

Leigh Sports Village, Leigh

### Parallel Session Overview

*During the course of the conference programme delegates can attend 4 parallel sessions from a choice of 16 presentations. Preferences should be specified on the online registration form at the time of booking so please read the descriptions below and note down your preferred sessions before applying for your place. Please note that sessions are repeated twice so if a session is full for one of the sessions listed there may still be places available the second time the session runs. We may allocate you to attend the sessions in any order and a reminder of the sessions you have registered for will be printed on your delegate badge.*

#### **Parallel Sessions 1 and 2 (sessions A)**

*In Parallel Sessions 1 and 2 delegates can attend two sessions from the following choice of 8 presentations:*

A1: (comprising 2 presentations)

#### **London 2012 in the Northwest - Capitalising on a once in a lifetime opportunity**

*Rob Young, Northwest Coordinator for the 2012 Games*

The vision for the London 2012 Olympic Games and Paralympic Games is to deliver a Games for the UK that inspires lasting change. For the vast majority of us an Olympic and Paralympic Games will only happen in the UK once in our lifetime. Find out about how the Northwest has benefitted from London 2012 to date and importantly what opportunities there are for the region to capitalise upon as we lead into the Games and beyond. The workshop will demonstrate how effective partnership working has underpinned legacy and will provide delegates with the information about how they can get involved in the Games at a local level. For more information:

[www.nwbeinspired.com](http://www.nwbeinspired.com) @nwbeinspired

#### **One Future – an Olympic Legacy Project inspired by London 2012**

*John Townsend, Vice, Chair, One Future, Oldham Olympic Legacy Project/ Management Consultant and June Smith, Coordinator Oldham Business Leadership Group*

Oldham Business Leadership Group will share details of their model of good practice promoting the local agenda through London 2012. This session will explain the strategic context and aims and objectives for the project, outlining the legacy, local health and physical activity issues, and connectivity to the wider Olympic agenda. The presentation will explain the importance of partnerships and added value from the private sector and how the Olympic values translate into local KPI outcomes. They will outline the project successes to date across project themes of sport, health, art and culture, community and economy and the local impact on Oldham's physical activity and health agenda.

#### **A2: The Power of the Badge**

*Mark Haig, Consultant, Liverpool FC Action for Health Programme and John Marsden, Head of Local Delivery, Liverpool PCT*

The workshop will cover how the power of the Liverpool Football Club brand has reached key target groups and encouraged them to be physically active and embrace relevant health improvement messages. Liverpool PCT and LFC have a detailed Partnership Agreement and Service Level Agreement. Insight and Social Marketing approaches are used to identify priority health issues in each area of the city and how best to communicate health improvement messages to communities in those areas. The Liverpool Football Club Foundation and PCT pool resources during these challenging times (both financial and staffing) to maximise impact and to introduce other local partners into this arrangement.

### **A3: You and I are more than you and I, because it's we!**

*Alison Abbott, Healthy Living & Sport Project Manager, Blackburn with Darwen Borough Council*

You, Me and Us is a partnership between the Council and PCT and is about developing regular and consistent communication with target population and using integrated self care messages to increase the uptake of self care, health promotion, prevention and primary care services. This is an insight into a world of collaboration and innovation! The workshop will demonstrate how our pro-active relationship with NHS Blackburn with Darwen Care Trust Plus has evolved and how it has transformed some of the traditional ways we engage with local communities and the 3rd sector partners to maximise social capital.

### **A4: Physical activity in the workplace - a partnership**

*Kirstie Haines, North West Health, Work and Wellbeing Co-ordinator, New Economy Manchester*

This session will look at how promoting activity/physical activities in the workplace can help employers develop more productive relationships with their staff. It will look at the role of workplace activity in developing teams, helping to make staff resilient in times of change and as a reward for employee performance. The session will use case studies from local businesses.

### **A5: Exploring relationships the experience of the Provider Readiness Programme (PRP)**

*Andrew Ramwell, Director, Know & Do Ltd*

The recent contraction of public sector finance has seen significant changes to the commissioning and procurement of services across the sector. The renewed focus on payment by results and outcomes meant that many community and voluntary organisations have struggled to either understand or meet the criteria laid out by commissioners or prime contractors. Know and Do were asked to join a partnership of providers, including SERCO, ACEVO and CEMVO, to develop and deliver a master class training and business mentoring programme. Known as the Provider Readiness Programme (PRP) it aimed to support organisations to be more 'provider ready'. This workshop will share the findings from two recent programmes delivered to organisations that 1) focussed on delivery within BME communities and 2) mental health. Participants will also be challenged to focus on what their USP (Unique Selling Point) is, how they measure outcomes, and to begin to undertake a PESTEL (Political, Economic, Social, Technological, Environmental and Legal) review.

### **A6: Are you a Connector, Maven or Persuader? Using modern approaches to innovation as a basis for developing health based services and products**

*Paul Wilson, University of Salford*

From his experiences as the Associate Dean at the University of Salford and as a Director and Trustee of two businesses, Paul will combine examples of innovation with contemporary theory to consider how ideas can be developed from concept to fruition. This will include models for predicting innovation and techniques associated with social networking as a basis for new developments around physical activity and health.

### **A7: Sport and Health Getting the Nation Active**

*Craig Anthony NGB Development Manager and Louise Robbins Physical Activity Manager, GreaterSport*

GreaterSport is the leading Greater Manchester sports charity changing people's lives through sport and the county sports partnership for Greater Manchester. The workshop will demonstrate how health and physical activity organisations can connect to the sport sector to get the nation more active. It will cover a number of existing and potential relationships that can deliver improved activity levels and health improvement outcomes through different and innovative avenues. Delegates will discover the best ways to link to a diverse sport sector and receive an overview of the variety of opportunities and interventions available to support the physical activity agenda.

### **A8: Community Sport – promoting a healthy lifestyle**

*Ben Williams, Strategic Lead Local Relations (North), Sport England*

Sport England launched its new strategy for community sport in January 2012. In 2017, five years after the Olympic Games, we want to have transformed sport in England so that sport becomes a habit for life for more people and a regular choice for the majority. The five-year strategy amounts to more than £1 billion of lottery and exchequer investment from Sport England.

2012 represents a once in a lifetime opportunity to maximise the profile of community sport and delivering a lasting legacy of more people playing sport and being physically active. To ensure this, new sectors need to recognise the value that sport can bring to the health promotion agenda. The workshop will provide an insight into Sport England's thinking around our new strategy and our work to position sport as an important health promoting intervention that can reach new audiences.

### **Parallel Sessions 3 and 4 (sessions B)**

*In Parallel Sessions 3 and 4 delegates can attend two sessions from the following choice of 8 presentations:*

#### **B1: Developing a Productive Commissioner-Provider Relationship**

*Martin Ashton, Service Manager: Commissioning for Health Improvement, NHS Ashton, Leigh and Wigan/Wigan Council and Alex Jones, Lead Commissioner, Early Intervention & Prevention, Wigan Council*

Service improvements and innovation occur when both Commissioners and Providers openly commit to the principles of co-production. This workshop will outline what Commissioners want and expect from productive and progressive providers. A discussion will then follow to allow all delegates to outline what they desire from this relationship and will seek to find solutions to barriers and challenges faced.

#### **B2: Forever Manchester**

*Gary Loftus, Head of Community Building and James Hampson, Community Builder – Lostock, Forever Manchester - the Community Foundation for Greater Manchester*

Forever Manchester is a new initiative from the Community Foundation that promises to engage all those who have an affinity with Greater Manchester and want to secure its future, forever. It's about putting money back into our communities and neighbourhoods to support the work of thousands of local everyday unsung heroes. Projects can apply to the Community Foundation for a grant from money raised through Forever Manchester initiatives. To find out more please visit: [www.forevermanchester.com](http://www.forevermanchester.com) or [www.communityfoundation.co.uk](http://www.communityfoundation.co.uk).

#### **B3: Making Every Contact Count in Salford – NHS Salford**

*Mike Hope, Lead Associate, The Social Marketing Gateway*

This project involves the development and delivery of a large-scale, high quality training programme to skill up front line staff from across Salford's public, voluntary and community workforce. A total of approximately 2500 individuals will receive the training, which will increase their skills and confidence to deliver individual behaviour change interventions to members of the public who they come into contact with through their work. The training and resultant individual interventions will cover a range of issues such as physical activity, weight management, smoking, alcohol, emotional health and wellbeing and sexual health.

#### **B4: Building Partnerships to Promote Health**

*Will Blandamer, Director of Greater Manchester Public Health Network, Association of Greater Manchester PCT's*

Will Blandamer has been the Director of the Greater Manchester Public Health Network for the last 5 years. Prior to this he supported PCT Chief Executives to establish the Association of Greater Manchester PCTs and he is shortly to commence a role looking at adoption of community budget methodology - a pre-requisite of which will be successful partnership working. This session will share some of Will's learning and experience in establishing quality relationships with sectors who have within their gift an opportunity to contribute to health inequality reduction.

#### **B5: The NHS and Children's Physical Activity Challenges**

*Mike Leaf, Acting DPH, NHS North Lancashire and Helen Roberts, Children's Weight Management Service Manager & Physical Activity Lead Officer, Wigan BC*

The session provide a brief overview of the 2012 NHS Physical activity challenges within NHS organisations and schools throughout the NW, and explore how the principles and ideas could be applied within other settings, and with other key stakeholders wishing to promote physical

activity. The session will explore how the 2012 games can be used as an inspiration to increase activity levels in leading up to the events, and also as a legacy beyond.

**B6: Peak performing individuals equals peak performing teams**

*Libby Bridge, Education Development Manager and Paul Kennedy, Operations Manager, Young i2i – the catalyst for positive change*

i2i is the World's Number One business in enabling organisations and individuals to hit their objectives and maximise their potential, by clearly understanding the psychological strategies that lead to success. This workshop will share with you a traditional models of performance psychology in an entertaining and thought-provoking style. It will demonstrate how by enabling individuals to recognise their strengths and responsibilities, they can effectively relate these to challenges both individually and as part of a team. Collaboratively we will explore how to apply and assimilate these in order to develop successful personal and professional relationships.

**B7: Relationships with Clinical Commissioning Groups – where are we now and what might we need to consider for the future?**

*Brenda Marshall, Senior Public Health Improvement Specialist, NHS North Lancs*

This session will reflect on the relationship between public health and GP consortia – looking at the examples from care pathway development for weight management and long term conditions. Much work has already gone into ensuring that pathways are seen as a continuum and that prevention and early intervention are considered as important as clinical intervention. What do we need to consider in light of the future for commissioning?

**B8: Active Cumbria - PAD Physical Activity Directory, The engine for marketing physical activity in Cumbria**

*Aileen Grant, Development Officer and Emma Martin, Marketing and Communications Officer, Active Cumbria*

The PAD is a vital online resource hosted by the Active Cumbria website ([www.activecumbria.org](http://www.activecumbria.org)). It is now a communications platform for a number of marketing initiatives used by programmes in the sport and physical activity sector e.g. Sportivate, Active Workplace. Using the PAD as an engine room for various search tools we are able to create targeted marketing strategies and make searching for and activity relevant to the audience.