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CALL FOR ARTICLES

Send your articles to:
MoveMore@sheffield.gov.uk

Creating a Culture of Physical Activity



Safiya from Burngreave.

Sheffield is on the road to Moving More and has the ambition to become the most active city in the UK by 2020. You can read more here:

<https://www.movemoresheffield.com/about>

At the heart of this approach is connecting the wonderful assets of Sheffield; its people, places, spaces, organisations and communities so that together we change the culture of the City from one that moves less to one that moves more!

In this, the first edition of the Move More Metro, we provide a sample of what's already happening across 'The Outdoor City' to help make it easier for everyone to be active everyday.

This includes; engaging with unemployed people through Walking for Purpose (p.2), new and sustainable approaches to

delivering parks tennis (p.3) and using technology to scale and gamify physical activity (p.6).

In future issues we'll showcase plans for recreational zones, the co-location of health and leisure services that places physical activity at the heart of the NHS, the Olympic Legacy Park, as well as myriad community-led initiatives across the People Keeping Well partnerships.

For now, put the kettle on, make yourself a brew and enjoy the fantastic work that's already going on to make Sheffield the most active city in the UK.

Walking for Purpose



A group of Walking for Purpose participants enjoying their weekly walk.

“It’s given me some confidence that there are things that I can do, and that there are opportunities out there.”

That’s the view of a participant in the ‘Walking for Purpose’ project, which after a successful pilot scheme in Hillsborough is now being rolled out across Sheffield.

Walking for Purpose is a free weekly walking programme which aims to work with hard to reach individuals to

improve their health and employment prospects. It seeks to engage with people across the city who are currently looking for employment and to increase their physical activity levels through walking, which we know has proven significant health benefits.

The project, which launched on 5 July 2017 was developed and delivered by the Council and local Voluntary Community Sector (VCS) partners, as well as with the South Yorkshire Passenger Transport Executive (SYPT) Inmotion project to provide free public transport to remove barriers to participation. Co-producing the project with VCS partners provided an

opportunity for the Council to develop local area knowledge and provide insight into the demographic and challenges faced and opportunities in the local area.

This approach is informed by key learnings and recommendations from a research led Sport for Employability logic model. In addition, consultation has been carried out with target participant groups and partners on both a city and local level to ensure the programme has been designed to meet their needs.

Following the Walking for Purpose pilot scheme, the Sport Industry Research Centre (SIRC) at Sheffield Hallam University carried out a study to see how successful it had been.

The Sheffield Hallam University research carried out following the pilot scheme concluded that “the combination of the different elements of the project – the led walks, business insight visits, masterclasses, and the support network and atmosphere created – was a unique combination and one which, for these unemployed people, made a real difference.”

We are at the start of a three year project with walks and partnerships being developed across the city. We will be sharing evidence around the role physical activity can play in contributing to wider social outcomes.

Get on your bike with Pedal Ready

What do you do when your funding disappears? Women in Burngreave didn’t want to lose their women’s only biking sessions so when their funding came to an end they worked with Sheffield City Council and local social enterprise Pedal Ready to find new funding from the Sustainable Transport Access Fund and a new, more accessible venue.

Women’s only learn to ride sessions are now held every Friday in Council maintained Abbeydale Park, with Pedal Ready providing the training and Friends of Abbeydale Park providing the bike storage.

Cyclist Hazel says, “I was nervous. I was afraid of using the brakes because I thought I would go over the handlebars”. Hazel says this while confidently cycling speedy circles. Pedal Ready aims to assist in all areas of cycling, from learning to ride to providing advice on how to buy a

bicycle. Dave has been there since it was founded nine years ago, in which time he has taught some 70-80 women how to ride a bike.

One participant we interviewed said, “Without Dave’s patience and encouragement I might have given up”. She also explained that cycling can be considered taboo for Muslim women, but considers the sessions in Abbeyfield Park to be a safe environment, and good for the mind and body. “The exercise is like recharging the batteries, so you can go back to work, or face the world.”



It takes a player to shoot, but a team to win the game!



Basketball launch at Millhouses Park.

After a £14,000 renovation as part of a Basketball England pilot project to repair rundown outdoor courts, the launch event to open Millhouses Park’s basketball courts was a huge success.

With internationally renowned athletics coach and partner to the project Toni Minichiello on hand, those in attendance were able to enjoy an afternoon of basketball, free equipment, coaching sessions and prizes. Sport England, Sheffield City Council and Sheffield Basketball League were also partners.

“It’s inspiring to see this place in use. It looks great, compared to what it was. The fact that kids were trying to get in here to play before it even opened, it shows what it means to the area,” said Minichiello.

“There’s so many people down here, it’s not been like this for years,” said one local player, aged 21. “I’ve got

friends who said they had to see this court. They’ve come from as far as Birmingham, they love it!”

Great Britain international and Sheffield local, Devon Van Oostrum, was also on hand get a look at a court that he spent a lot of time on growing up. “I would have loved to have this court as a kid. It’s amazing. I think it’ll inspire people to keep playing even when we move into the winter.”

“The fact that kids were trying to get in here to play before it even opened, it shows what it means to the area.”

This pilot aims to understand the value of redeveloping local outdoor courts and encourage other communities across the country to support basketball and bring existing courts back into use.

Anyone for Tennis?

Parks Tennis in Sheffield was close to being lost. Only six sites in the city were suitable for play and, without investment, these would soon be unplayable. To address this, a partnership between the Council and the LTA was established.

An 18-month-long pilot programme in Sheffield has seen 24 courts refurbished, more than 18,000 tennis court bookings made, and hundreds of coaching sessions delivered. And a partnership with Parks Tennis CIC is now in place to manage all the parks tennis courts in Sheffield.

Paul Sheard, LTA Regional Tennis Participation Manager, added: “Sheffield has been at the forefront of regenerating community tennis and Parks Tennis has played a key role in this, deservedly securing the LTA’s North Region Aegon Community Tennis Award in 2016.

“Without a new approach, opportunities to play tennis in the park would eventually have ceased to exist in Sheffield and we are very pleased that we now have a long-term agreement that will help safeguard the future of parks tennis here for generations to come.”

Councillor Mary Lea, cabinet member for culture, parks and leisure at Sheffield City Council, said: “For too long, tennis courts in many of Sheffield’s parks have been unloved and, due to a lack of funds, they haven’t been adequately invested in.

“This partnership with the LTA and Parks Tennis has changed all that. Now, you don’t need to be a member of a club to book a session and play a game on a high-quality court. Tennis is available for everyone, in parks across the city, in neighbourhoods in north, south, east and west.

Sheffield Green Spaces Forum – We need you!!

Constituted in 2013 as the umbrella organisation for our 85 green space Friends Groups, ‘Sheffield Green Spaces’ meets every two months coupled with guest speakers sharing their expertise.

Friends Groups (FoGs) and volunteers help maintain, develop and sustain our local green spaces. We know that horticultural therapy and outdoor practical activities in the

green environment are proven to increase biophilia and well-being, both physical and mental. We are working to improve links with GP’s ‘prescribing’ the great outdoors and to gather evidence for what activities produce successful health and social outcomes. If you are interested in getting involved, feel passionate about the role green spaces can play in health and want to come along to the next meeting – get involved call 0114 273 4266.

A look back: Move More Month June 2017



Courtesy of the Yorkshire Sport Foundation.

The Move More Month, Sheffield's month-long activity celebration, has gone from strength-to-strength since its beginnings. We look back at June 2017.

The month represents the coming together of organisations from across Sheffield – the Council, both Universities, Sheffield Teaching Hospitals, charities, volunteers, both football clubs, activity providers and ambassadors all link up to provide a

feast of movement for the residents of the city.

The net result is a combination of free to play activities across Sheffield's open spaces, parks, municipal spaces and activity provider network.

This year saw Move More engage record numbers. Over 300 separate free activities of multiple sports and pastimes were on offer, and 100 workplaces took part in the Workplace Challenge with more than 2,500 employees.

Schoolchildren did their bit too, with 20 schools taking part in the Schoolyard Challenge. Together, they accrued 250,000 separate tags and an impressive 6,000 miles!

Key to the success of the Move More Month, is the unique way in which all parties contribute – the Workplace Challenge wouldn't have been the success it was without the encouragement of the Sheffield Chamber of Commerce. The winner of the competition was Alex Gauge, a small optometrist with a handful

of (super-keen!) employees. Demonstrating that small employers can make a big difference to their employees' wellbeing.

Football fans pitted their steps against each other in the Steel City derby, and the Move More App continues to be software of choice for people who want to track their activity in a simple and easy-to-use way.

At the end of a frenetic four weeks, the people of Sheffield had amassed over 8 million Move More Minutes, engaged over 10,000 Movers and had a lot of fun along the way. Roll on move more month 2018!

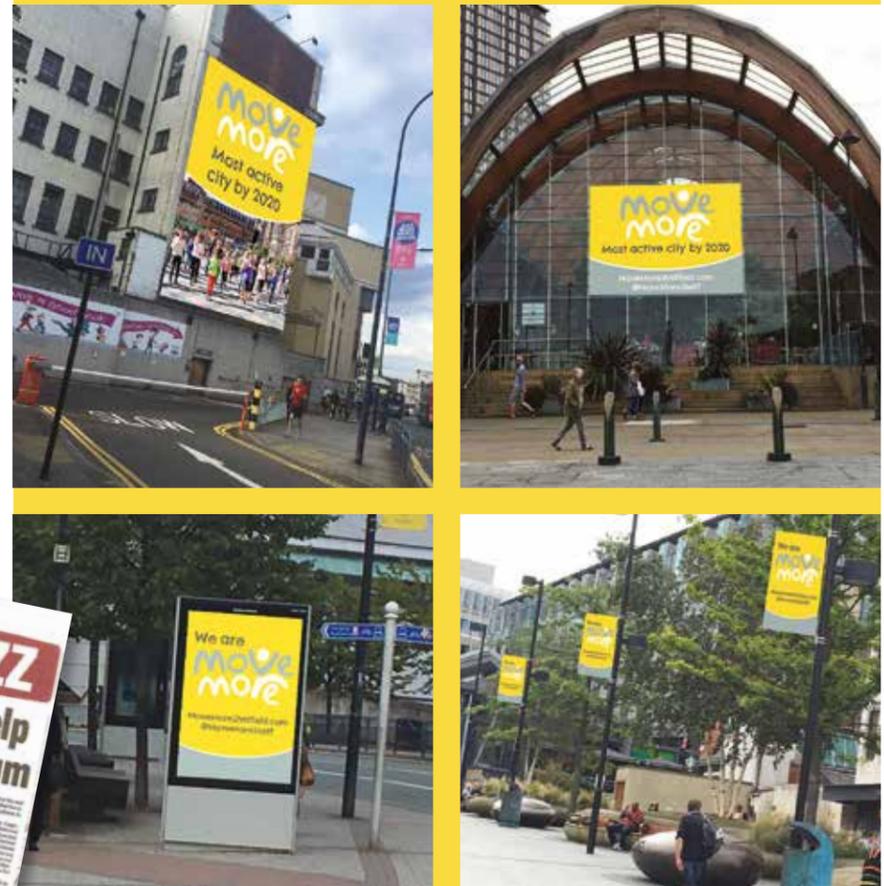


The Star local newspaper special supplement and clippings.

Painting the town... yellow

The Move More Month, Sheffield's month-long activity celebration, has gone from strength-to-strength since its beginnings in July 2016.

Armed with the knowledge that activities across the city, including the Workplace and Schoolyard Challenges resonate with the residents of the city, there are grand plans to start the month in 2018.



Artists impressions of Move More Month display material

Getting Darnall residents fighting fit

Darnall Community Development Centre (DCDC) is an exciting new community project, developing what was a derelict building into a new community centre.

Once renovation work is complete, DCDC aims to host a wide range of activities and events to benefit people of all ages in the local community. DCDC is volunteer led and has empowered community members to develop a space which meets local need and is sustainable. Resources have been tight, but DCDC haven't let this stop them: strong local partnerships means that all renovations have been completed using the Community Payback Scheme and local volunteers, using materials donated by local business Travis Perkins, with funding from a wide range of charitable organisations including Sport England.

Seeking to make physical activity part of every day life for as wide a range of people as possible, a wide range of health and well-being services are offered for all sections of the community over two floors. The upper floor houses Empire Boxing and Fitness Gym while the ground floor houses Empire Snooker Room, a coffee shop, a vintage/shabby chic shop, a joinery workshop, a classroom/meeting room and a barbers shop.

www.darnallcentre.co.uk



BECOME A
move more
AMBASSADOR

Are you passionate about all things physical activity, into moving more, want to help others on their journey? Then we need you! Help us spread the word about the importance of moving more. Start by dropping us a line at MoveMore@Sheffield.gov.uk

Using tech to encourage activity at scale

Never shy to experiment, the Move More team have had a number of successes using technology to encourage activity. Here are some of the highlights.



Children with Schoolyard Challenge wristbands at Malin Bridge school.

The Move More App

Developed in a partnership with Sheffield Hallam University, The University of Sheffield and NCSEM partners, the Move More app provides a simple mechanism which encourages Sheffielders to aim for milestones of activity each day.

Measured in Bronze, Silver, Gold and Legend status, the milestones are intended to ensure a minimum of 30 minutes of movement per day. This could be walking, running or cycling.

The science behind the technology is providing Move More with an accurate picture of activity across the city. Using Global Positioning Software (GPS), the app records users as they Move More around Sheffield.

The Workplace Challenge

is a web-based platform which enables competition between colleagues in the workplace.

The software uses 'gamification' techniques, arranging users into teams of up to ten, and pitting them against each other and organisations city-wide, in a race to become the most active organisation.

Users can use the Move More App to compete, or choose from any of the leading activity monitoring apps and devices (Map My Run, Fitbit etc.).

Last run in this year's Move more month, the challenge recorded record participant levels and activity.

Key facts:

- + Over 100 organisations took part with
- + more than 450 teams, and
- + over 2,500 participants being active for
- + more than 7million minutes

A study of participants demonstrated that the competition was most effective at engaging the least active, and revealed evidence of sustained behaviour change in them.

The Schoolyard Challenge

utilises near-field technology (NFC) to encourage children in primary schools to be more active.

Children receive a specially made wristband which, when touched against an NFC device, records a journey, or tag. Tags are recorded against each student and contribute to a class and overall school score.

Schools compete for the crown of most active over a four-week competition.

Key facts:

- + 35 schools participated in 2017, with
- + more than 9,000 children Moving More

Who can be active with dementia? I Can!

Does dementia mean reducing physical activity? Not in Sheffield!

'I Can' is an activity session for people with dementia which takes place in Concord Leisure centre, where participants have ready access to the Move More clinical facilities.

It has been developed in partnership by Sheffield International Venues and Sheffield Hallam University, working alongside non-sports-focused third sector organisations Alzheimers Society, Sheffield Dementia Action Alliance. At Concord the programme is run in partnership with SOAR (the People Keeping Well partnership lead for the area).

Initial funding to test the concept was provided by Sport England, and local funding continues to grow the initiative.

Local resident Janice says "When I realised I was starting to suffer from dementia, I was really worried about what it meant for the future. I wasn't getting out much, and my daughter told me about I Can and how physical activity can slow the decline. So I went along to a session and I'm really enjoying it. I've made new friends too – that makes a big difference."

HOWZAT FOR GOOD NEWS!

A joint commission with Sheffield City Council and the English and Wales Cricket Board (ECB) to update the Playing Pitch Strategy highlighted an imminent crises for parks cricket in Sheffield.

As a result of the study, the ECB choose Sheffield as the pilot city to launch an initiative around installing non-turf pitches (NTPs). Ten NTPs have now been installed across Sheffield, each is linked to an activation programme which promotes recreational cricket in parks to the local community.

The pitches are also used for match play.

More investment is required to expand on the work already delivered and to introduce new talent to the sport.

Why Is Physical Activity Important For Sheffield? It's The Economy, Stupid!

The economy is one of the biggest challenges for Sheffield and public and private sector players across the city are all recognising the benefits that physical activity can have for the city's economy.

Getting people more physically active can be key to helping people into work and can increase productivity when people are in work. It's for this reason that the Chamber of Commerce is a Move More partner and champions Move More Month. Earlier this year, Creative Sheffield, the economic development arm of the city council ran an HR forum for businesses at local health insurer Westfield Health, focusing on physical activity – the forum proved to be one of the most popular and successful to date.

Walking for Purpose is a multi-partner project combining physical activity and activities to help people become job ready, while the Sheffield City Region's £6m trial to reduce health (musculoskeletal and mental health) related unemployment includes physical activity as part of the recovery programme for trial participants.

Not satisfied with using physical activity to get Sheffield people

working, Sheffield is leading the way in using physical activity as a hook to attract talent into the city. The Outdoor City is a strategy that aims to raise the profile and quality of Sheffield's outdoor spaces and recreation offer. Why? Because we recognise that our outdoor recreation offer is a unique selling point for Sheffield (being the only major city with a national park within its city boundaries) and can contribute to economic success by making Sheffield an attractive place to live and visit.

So we can genuinely say that Sheffield is The Outdoor City, and so everyone can benefit, one of the strands to the strategy is about increasing participation in outdoor recreation across the whole city. Our investment strategy reflects that, with Run Routes activation targeted at areas with low participation, and one of the city's biggest outdoor events, Cliffhanger, brought into the city centre.

With major public and voluntary sector players, as well as the Outdoor Industries Association represented on the strategy's board, the Outdoor City 100 also provides a forum for organisations involved in outdoor recreation to support the Outdoor City initiative, and involves a significant number of outdoor businesses who are interested in boosting the city's profile and raising participation within Sheffield.

Sheffield really understands the value of physical activity.



Sheffield Run Routes are go!

14 new run routes have been established across the city. Each route is linked to an activation programme and run leaders have been trained to lead the march.

To sustain the routes, the Council are currently working on a volunteer programme where friends groups and individuals – runners or dog walkers – adopt a route.

Their role will be to replace missing way-marks and to be the eyes and ears of the routes – suggesting improvements and developing ways to engage budding runners.

As well as nurturing new participation, the routes serve to encourage the population to get out and explore the parks and open space of Sheffield, of which there are more than in any other city in the UK.

The routes are colour coded so that, whatever your pace, you can choose trails that suit – easy, medium, hard and challenging.



When the Special Olympics came to Sheffield



August saw Sheffield play proud host to the 10th National Games of the Special Olympics Great Britain – the largest sports event to take place in the UK for people with an intellectual (learning) disability.

Running the competition was a major undertaking, as it took place across Sheffield's many sports facilities and stadia, managed by large numbers of volunteers and officials.

In the run up to the Special Olympics, Move More had been working with organisers to devise a way to engage

the fan base and families of athletes in an activity intervention.

With funding donated from Westfield Health's Charitable Trust, Move More produced an activity competition for the fans of the event.

Free pedometers were given out to fans and family of the athletes, who were split by county. Using elements of Move More's Workplace Challenge platform, the scene was set to find the most active county during the competition!

The intervention was a great success, with over 400 participants moving for the duration of the competition.

Key stats:

- + Members – 442
- + Total Active Minutes – 160,235
- + Registered Teams – 73
- + Most Active County – Mid Glamorgan

Step Out Sheffield

Step Out Sheffield is a community volunteer scheme that brings people across the city together through walking.



Volunteers and Walkers with Sue Lee, Volunteer Walk Leader and Chair of Step Out Sheffield

Walks happen regularly from convenient start points like cafes, community centres or church halls. They are concluded with a hot drink, a chocolate biscuit or two and friendly conversation between an expanding group of friends.

Each walk is split into levels, and are gentle for those starting out and brisker for those wanting to step out! Walk leaders plan the routes and coordinate the different levels of activity, so it's really easy to get started.

Step Out Sheffield is a community volunteer scheme that brings people across the city together through walking.

Step Out Sheffield needs you – we're always on the look out for new members or volunteers! If you like a wander in the woods or a pootle in the parks, get in touch!

What's It Cost?

All walks are free but many of the groups make a small charge for refreshments.

Some groups collect £1 for drinks and biscuits and any spare funds go towards day trips for the entire group. These have included trips to the coast and country houses.

Contact: sue_lee@blueyonder.co.uk