



# RISE.

# IMPACT REPORT

## 2021 - 2022

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# INTRODUCTION

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**THE YEAR 2021-2022 HAS BEEN THE FIRST UNDER OUR NEW TEN-YEAR STRATEGY, RISE TOGETHER. ON LAUNCHING THE STRATEGY IN APRIL 2021, WE WERE EXCITED ABOUT THE OPPORTUNITIES IT PRESENTED TO REALLY POSITION THE ROLE OF PHYSICAL ACTIVITY AND SPORT AT THE HEART OF DRIVING POSITIVE CHANGES FOR COMMUNITIES THAT NEED IT THE MOST IN NORTHUMBERLAND AND TYNE & WEAR. ONE YEAR ON AND WE REMAIN JUST AS EXCITED ABOUT BOTH THE PROSPECTS OF THE WORK WE CAN DO, AND THE RESULTS OF THE WORK WE'VE FOCUSSED ON OVER THE LAST TWELVE MONTHS.**

We have learnt a lot in this last twelve months, not least about working with complexity and the role of whole systems on individuals, communities and wider populations. There has been no clear road map on how to approach topics as diverse as male mental wellbeing in an isolated coastal town, attitudes and practices to deconditioning in older adults, the role of planning in supporting active communities and how to create an active school environment.

However, learning (a key principle of the Rise Together strategy) from all of our experiences this year will position us well to kick on into 2022-2023 and beyond as we seek to make headway towards achieving our ten-year strategic aims. Right now, some of those aims feel more achievable than others, but we trust that by focusing on tackling inequalities, maximising our

use of insight and advocating for whole system approaches, alongside our other priorities and principles, we will achieve our vision.

In line with our values, over the last year we have:

- developed some great new **collaborations**, as well as cementing existing relationships. Our work with the Police & Crime Commissioner's Office and many of our local authorities' Public Health teams continued to go from strength to strength, and we have created new relationships with, among others, primary care networks, emerging leaders within our local Integrated Care System and a plethora of amazing local VCSE organisations who are driving forward the work directly with our communities, to name but a few.



*Click to view our ten year strategy, RISE TOGETHER 2021 - 2031*



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- **positively disrupted** some of the established processes and accepted ways of thinking in relation to areas as diverse as the role of physical activity in living longer better, and what activities children and young people might actually want to engage with at school.
- **catalysed change**, leading the exploration around topics including the role and skills of the Early Years workforce in supporting physical activity; how to incorporate youth voice into our and others' approaches; and how a modal shift towards active travel could support improved air quality around our local schools.

This report provides a synopsis of just some of the work that our team has focussed on this last year and highlights the true breadth of the places, spaces and systems within which physical activity can play a crucially beneficial role.



A handwritten signature in black ink that reads "Clare Morley".

**Clare Morley**  
Chief Executive Officer



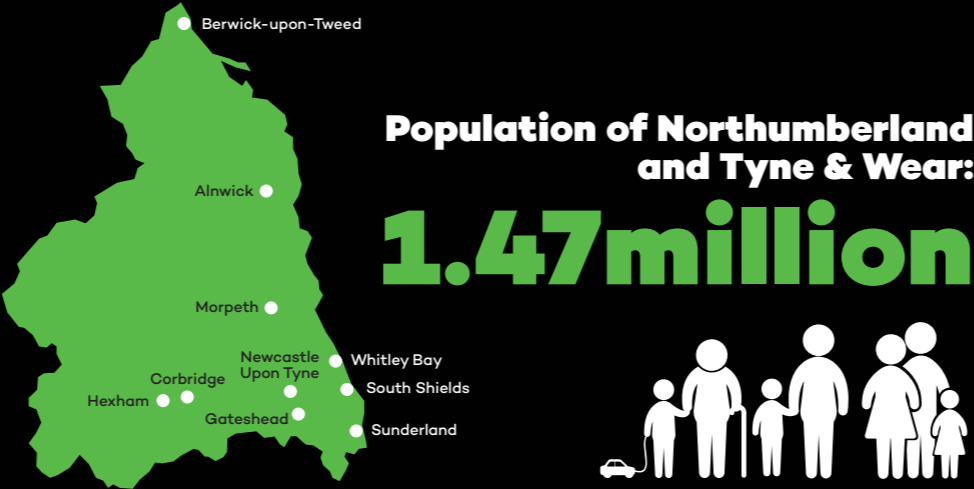
# THE CHALLENGES IN OUR AREA

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## LEVELS OF PHYSICAL INACTIVITY

	Adults* <30 mins per week	Children and Young People** <30 mins per day
England	27.2%	32.4%
Gateshead	28.6%	25.5%
Newcastle	26.7%	Not available
Northumberland	25.7%	Not available
North Tyneside	24.6%	21.4%
South Tyneside	31.6%	30.2%
Sunderland	30.5%	58.1%

\*Active Lives Adult Survey November 2020-2021  
 \*\* Active Lives CYP Survey Academic Year 2020-2021  
 All other data is taken from the OCSI Local Insight platform.

**28%**  
(England 19%)

Percentage of children living in relative low income families

**21%**  
(England 18%)

Percentage of people with a limiting long term illness

## Healthy Life expectancy (years):



**26%**  
(England 22%)

Percentage of people with no qualifications

Icons by Freepik, Vecteezy



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**4.9%**  
(England 4.3%)

of people are  
unemployment  
claimants

and

**5.7%**  
(England 5.1%)

of 18-24 year olds  
are unemployment  
claimants

**10.8%**

(England 9.7%)  
of children  
(reception year),

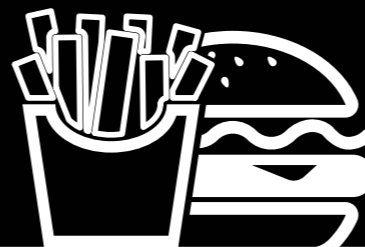


**23.1%**

(England 20.4%)  
of children (year 6)  
and

**27.3%**

(England 24.1%)  
of adults are  
classified as obese



## PEOPLE SUFFERING MUSCULOSKELETAL CONDITIONS:

**17.9%**

(England 16.9%)

Back pain

**11.2%**

(England 10.9%)

Hip  
osteoarthritis

**18.9%**

(England 18.2%)

Knee  
osteoarthritis

**31.7%**

(England 20%)

Percentage of  
people living in the most  
deprived 20% of areas in  
England



# OUR STRATEGIC PRIORITIES

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We are focussed on six strategic priorities. This is not at the exclusion of all other areas, but these priorities are based on distinct themes that enable us to deliver our mission and purpose, as we work towards achieving our vision.

As detailed in our Rise Together strategy, these six priorities are: strong and influential leadership for physical activity; building back fairer; community building; tackling our climate crisis; healthy minds for healthy lives; and harnessing data, digital and tech. The following pages provide examples of some of the work we have undertaken to achieve these priorities.



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# PRIORITY: STRONG AND INFLUENTIAL LEADERSHIP FOR PHYSICAL ACTIVITY

## PARTNERSHIP WORKING IN SOUTH TYNESIDE:

We created, co-ordinated and chaired a small strategic steering group, comprising of ourselves and senior leads from South Tyneside Council's public health team and Adult Services department. The group meets bi-monthly and aims to improve outcomes for residents across South Tyneside, including improving health, reducing falls, and increasing levels of physical activity. The group is a very strong partnership which has a high level of commitment to drive change, and a high level of trust has been built between the members. It has led to us:

- being invited to attend other networks to discuss our work, therefore providing us with the opportunity to influence wider stakeholders, such as the South Tyneside Healthy Ageing Alliance;
- helping to influence the content of, and the training associated with, the Frailty Toolkit, which will lead to social work staff having more regular discussions about physical

activity with residents identified as being frail, or at risk of frailty;

- developing better links with the Primary Care Networks and discussing how the Live Longer Better programme could be embedded to help to improve health outcomes across South Tyneside; and
- helping to influence the Transport team, via Adult Services, to apply for up to £500k of funding through the Department for Transport's 'Tackle Loneliness with Transport' fund, and being a key member of the steering group co-ordinating the application. In addition to submitting the bid, regular catch-up sessions are now taking place between Rise and South Tyneside's Public Health, Transport, Road Safety, and Climate Change teams to discuss a holistic approach to encouraging active travel across the borough.

## OUTER WEST OF NEWCASTLE STRATEGIC PARTNERSHIP:

In 2021, strategic partners in Newcastle highlighted real concerns for young people residing in the Outer West areas of the city, specifically linked to rising poverty levels; rising unemployment; a rise in crime levels; lower educational attainment; and lower general life aspirations as well as poor health and wellbeing outcomes.

In response to these concerns, we have facilitated discussions with strategic stakeholders to embed physical activity and sport as a driver to help tackle these wider issues. This includes engagement with local authority, education, primary care network and local VCSE leaders, who are now committed to developing co-designed interventions that are driven by the needs of the community for example, by ensuring that youth voice is at the heart of future decision-making in this area.

As part of this approach, we have in-principle agreements secured to support local schools in



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the Outer West area of Newcastle to embed the Creating Active Schools Framework within their whole school improvement plans. Going forward into 2022-2023, this curriculum-focussed work will complement the wider systems work that is being developed, to ensure that children and young people's needs are adequately met via sustainable interventions.

## ACTIVE AGEING – PRIMARY CARE/VCSE COLLABORATIVE PROJECT:

The NHS Ageing Well long-term plan acknowledges the inextricable link between physical activity and wide-ranging factors which are crucial aspects for wellbeing in older adults.

During 2021-2022 we have been developing a multi-agency, community-based physical and social activity intervention which is facilitated by Primary Care healthcare professionals and local VCSE partners.

The mixed-approach model combines proactive case-finding with activity-conscious social prescribing, underpinned by evidence-based physical activity messaging, embedded within



the existing primary care and community link pathways in the west end of Newcastle and in parts of Gateshead.

Participants are being supported to improve physical ability and resilience over a 16-week period, with the aim of reducing the likelihood of worsening health and related dependence on health and care services.

A workforce development offer has also been coordinated to improve shared knowledge, skills, and confidence to deliver physical activity messaging across local healthcare channels. NIHR Applied Research Collaboration North East and North Cumbria will support the intervention by way of a rapid service evaluation considering acceptability, feasibility and challenges to implementation.





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## YOUTH VOICE:

During 2021-2022 we have continued to develop our understanding of young adults and their barriers to participating in physical activity.

We have undertaken youth voice sessions with young people aged 16+ in a number of our local authority areas and in various settings including alternative education providers, youth provision and Further Education colleges. We have

received diverse feedback and insight into the barriers including cost, facilities, lack of confidence, lack of support and lack of fun.

Using the insight gathered and presented, we continue to collaborate with partners including education establishments, local authorities, town councils and VCSE organisations to address these barriers and make physical activity more accessible to all young people.

## PLAY STREETS:

Play streets have been discussed with several of the local authorities in the region and we have connected the authorities together and shared details of the Playing Out charity in order to create a network where discussions can establish the best options for implementing play streets in an area.

## ACTIVE SUNDERLAND BOARD AND LIVING WELL BOARD:

Throughout the year, we have continued to support the Active Sunderland Board (including fulfilling the role of Vice-Chair), a key strategic group which pulls together a wide variety of partners across the city to work together to increase levels of physical activity. A newly-created Living Well Board launched in 2021 as a sub-group of the Sunderland Health & Wellbeing Board. We represent the Active Sunderland Board on that group and seek to influence the wider system in relation to the role physical activity can play in improving wider social and health outcomes.



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## SCHOOL GAMES:

Throughout 2021-2022, we worked in collaboration with our School Games Organiser (SGO) network to ensure our School Games programme adapted quickly to the Covid-19 lockdown restrictions and provided a successful [Activ5](#) programme combined with virtual events to ensure an inclusive programme was designed to meet the needs of all children across Northumberland and Tyne & Wear.

The new school year in September 2021 saw a significant change in the focus of our programme in which we worked with a number of strategic partners, including our SGO network, school leads and local authority education leads to develop a 'transitional approach' to target the most vulnerable children and young people.

We also provided the team at Rise and our SGOs with Poverty Proofing training to help understand the impact of poverty across our area and how it can impact our work locally. We wanted to provide training to support our SGOs to understand some of the barriers that may be faced by children and young people who are living in poverty and want to ensure that the process of engaging children and young people is Poverty Proofed.

Using Sport England's five main outcomes and the upcoming Commonwealth Games in Birmingham as inspiration, we adopted a focus on tackling inequalities and placing School Games at the heart of locally-devised solutions that reach out to our most vulnerable young audiences.

Moving forward, the School Games will still involve some competition but will evolve to incorporate non-traditional activities, driven by youth insight, outside of the sport/PE spectrum and areas such as Active Travel will be encouraged, to ensure that all young people have an opportunity to achieve 60 active minutes a day. The programme will also look at different forms of participation so that pupils can choose to be involved in leading, volunteering and officiating.



*Click to see our School Games video.*



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## EARLY YEARS NATIONAL STRATEGIC GROUP:

We have been instrumental in developing the new national Active Partnership (AP) Strategic Networking Group for Early Years, which has now also incorporated an additional maternity group.

This has allowed Rise and other APs to share good practice and ideas and is beginning to develop opportunities for collaborative working at a national scale. For example, five APs (including Rise) from the maternity group worked collaboratively with the National Childbirth Trust (NCT) to build a business case to bid for Sport England 'Specialist Partner Investment' for a project whereby the NCT's successful Walk & Talk programme could be expanded into diverse and inactive communities using the in-depth local knowledge of APs. If successful, in 2022/23, this project will support new mothers' activity levels and their mental health where it is needed most and will work to ensure diverse groups benefit in five areas nationally, including Northumberland and Tyne & Wear. This project aims to act as a pilot to precede a national roll out.

**1557**  
RESPONSES  
NATIONALLY

RESPONSES  
FROM  
**42**  
COUNTIES

**79%**  
SAID **FUNDING AND**  
**RESOURCING WAS THE**  
**GREATEST BARRIER**

## EARLY YEARS WORKFORCE SURVEY:

In the summer of 2021, we launched a local survey for the Early Years workforce to determine what physical activity looks like in Early Years settings and how the workforce could be supported to improve under 5's activity levels.

The insight gained showed stark results which evidenced wide gaps within Early Years settings around skills and competencies to deliver physical activity interventions.

Further qualitative research was undertaken via focus groups, to explore the particular barriers linked to childminders and why they find it harder to access CPD opportunities to support their efforts to keep children active. This further insight is being utilised to ensure childminders are a key focus in the development of our future workforce development plans.

We shared these stark findings with Active Partnership colleagues which led to the development of a national survey, using Rise's format, being conducted in collaboration with the national Active Partnership Early Years Community of Learning Group.

Working with the Active Partnership Strategic Networking Group for Early Years, we will evaluate the survey findings to determine how we can use this data strategically with national organisations to make the most impact. This analysis will enable a collective Active Partnership approach to be developed, which delivers meaningful physical activity interventions, contributing towards improved physical literacy, weight management, school readiness and other wider outcomes both on a local and national scale.



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## SOUTH TYNESIDE AND SUNDERLAND NHS FOUNDATION TRUST:

We were invited onto the Foundation Trust's Prevention Board and have enjoyed working with them to help shape and support the delivery of their Health and Wellbeing Strategy, including advocating the role that physical activity can play in improving outcomes for their staff and patients. In addition to being involved in the Prevention Board, we also sit on a number of the sub-groups such as those focusing on 'workforce health' and 'healthy environments' and have been supporting these groups to provide more opportunities for people to be physically active.

## CREATING ACTIVE SCHOOLS FRAMEWORK:

In September 2021, we signed up to be part of the Creating Active Schools Framework, which was developed by Yorkshire Sport Foundation (YSF) in collaboration with other education stakeholders. This is designed to sustainably embed physical activity throughout the school so that everyone understands its benefits and can easily implement it into their practice.

In October, our Children & Young People Development Manager was seconded part time for 12 months to support YSF in the role of National CAS Programme Manager. This role includes the responsibility for overseeing the national pilot programme, and supporting 18 other APs as well as some targeted local authorities involved in the initial pilot of the programme and Sport England's Local Delivery Pilots.

The learning from this role has helped to focus our priorities in working with local schools in locations where insight indicates high inactivity levels combined with poor health and wellbeing outcomes.



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## WALKING IN PREGNANCY:

In collaboration with Northumbria NHS Healthcare Trust, we were instrumental in developing a video to promote walking in pregnancy as a simple and accessible form of exercise.

This has now been shared widely across the region and is now used extensively across our six local authority areas by a range of NHS, local authority and VCSE partners and organisations. It has also been adopted by Northumbria NHS Foundation Trust, who signpost pregnant mothers to this information via their website.

Following the launch of our video, our relationship

with Northumbria NHS Foundation Trust midwifery services was greatly enhanced, which led to the development of a pilot of a walking group in a deprived area of North Tyneside, working in collaboration with the YMCA. On the back of this pilot, we are now working to strategically align the learning from this work to develop more effective connections with North Tyneside Council and their postnatal physical activity offers.



*Click to see our Benefits of Walking While Pregnant video.*

## SUNDERLAND AND NORTH TYNESIDE'S HEALTHY WEIGHT DECLARATIONS:

We have been delighted to support Sunderland City Council's Public Health department as they adopted the Local Authority Declaration on Healthy Weight. The declaration presents the opportunity for local authorities to lead local action and demonstrate good practice in adopting a systems approach to tackling obesity and promoting the health and well-being of communities.

Healthy Weight is a priority of the Health & Wellbeing Board and the City Plan in Sunderland, and we look forward to continuing to work closely to support Sunderland to ensure that as a city it supports healthy weight for residents, and in particular that residents are supported to be as active as they possibly can be. We were also asked to support North Tyneside Council's approach to their Healthy Weight Declaration, providing comments and advice in relation to their 2022-2024 Action Plan.



# PRIORITY: BUILDING BACK FAIRER

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## SPORT ENGLAND TACKLING INEQUALITIES FUND (TIF):

Throughout the pandemic, we used the three phases of the TIF to identify and work closely with a wide range of community organisations who understand people in the priority groups and the barriers which prevent them from being active, in order to provide bespoke projects to help those groups increase their levels of physical activity.

From the outset, we strove to make connections with those organisations that are closer to the communities we needed to reach. We applied a broader scope to identify new partners, rather than solely focusing on our established partners

such as sports clubs and other organisations that primarily engage in the delivery of traditional sporting activities.

In total, we distributed £347,214 leading to thousands of residents in our communities becoming more physically active.

We have also ensured that the process has been used as an opportunity to reflect and learn about how we engage with these new partners and used this to inform our processes in subsequent phases.

*Click here to view one of our TIF case studies: Tailored Leisure Company*



**£347k**  
DISTRIBUTED

**62**  
PROJECTS FUNDED

**21%**  
CULTURALLY DIVERSE COMMUNITIES

**10%**  
PEOPLE WITH DISABILITIES

**38%**  
LOWER SOCIO-ECONOMIC GROUPS

**31%**  
PEOPLE WITH LONG TERM HEALTH CONDITIONS



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## BARCLAYS PROJECT:

Rise was chosen as one of Barclays UK's partners to help deliver their £100m Community Aid Package, linked to the meaningful work Barclays are doing supporting communities and in particular, isolated older people.

We worked in partnership with our local authorities' reablement teams to distribute 4,000 activity packs that have been used as a tool to improve the strength, coordination and balance of those older people at risk of slips, trips and falls.

The project also provided us with an opportunity to develop new partnerships with local authority health and social care teams. Utilising the remaining funding we worked with each local authority to deliver further physical activity interventions targeting those that have experienced high levels of deconditioning since the pandemic started.

[Click here to read more about the project.](#)

*"Through their local knowledge and ability to target support where it is needed most; charities like Rise are playing a crucial role in helping the most vulnerable in our communities. We hope that our partnership will enable more people to access the help as we emerge from lockdown and beyond."*

- Geoff Watson, Barclays area director for the North East



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## THE BIKEABILITY TRUST:

During 2021-2022, Rise and Sunderland Young People's Bike Project worked in partnership to apply to the Bikeability Trust for funding to increase the participation in Bikeability Training and to target those children who do not currently access Bikeability Training at school, often because they don't have their own bike.

The bid, which is funded by the Department for Transport, was successful, with a grant awarded to provide Bikeability Training with a pilot project due to run from March – Sept 2022, primarily based in Thompson Park. The pilot project aims to create a learn to ride centre within the park to deliver the cycle training with the project



targeting groups such as children who are unable to access Bikeability Training at their local school, community groups, cohorts of secondary aged girls and particularly those people who do not currently have access to a bike.

The initial sessions were well received and The Bikeability Trust aim to use the learning and evaluation from the pilot projects to secure future funding to ensure that Bikeability Training is more widely available.

## YOUNG PEOPLE FORWARD PROJECT:

Rise was awarded £75,000 funding through the London Marathon Charitable Trust to work with eight organisations who support young people who are homeless or at risk of being homeless, to utilise physical activity opportunities to support their young people, as well as providing wrap around support.

The Young People Forward project allowed us to work in partnership with organisations such as Crisis, YMCA Newcastle and North Tyneside and Patchwork to embed physical activity into their package of support for their young people. The organisations consulted with their young people

to identify appropriate and meaningful physical activity opportunities which would support their needs. The activities delivered as part of the project ranged from multi sports, fitness, and gym-based training to woodland walks and team building activities.

The funding also allowed the organisations to provide additional wrap-around support for their young people through employability and financial support, and housing and relationship advice. The impact of the project upon the young people was very positive and supported them both physically, mentally and socially by increasing their physical activity levels, allowing them to form new relationships and get advice around relationships and financial worries.



*Click to see our Young People Forward Project video.*





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## ACTIVE THROUGH FOOTBALL CONSORTIA & APPLICATIONS:

We worked over the course of the year with the five of our local authorities who were eligible to apply for funding from the Football Foundation via the Active Through Football programme.

Through the programme we worked closely with key local stakeholders to help to create local place-based plans which aim to tackle inequalities and increase the number of opportunities for adults to take part in recreational and informal small-sided football activities.

We were delighted to see three of our local

consortia being successful with their applications for over £1m of funding over the next five years and are hopeful that following some further community consultation in 2022-2023, a fourth consortia will also be involved in the Active Through Football programme.

## COACH CORE APPRENTICESHIPS:

The first Northumberland and Tyne & Wear Coach Core apprenticeship programme approached its end in March 2021 after several delays due to Covid-19. We were able to navigate the lockdown restrictions and continue to support the 13 employers and 16 young people who were able to conclude their Level 2 Community Activator qualification and reach their end point assessments. Over 50% of the young people have since gone on to gain employment with their respective employers and

are continuing to deliver meaningful fit for purpose physical activity sessions to target populations within local communities.

During 2021-2022, we also launched the second Northumberland and Tyne & Wear programme supporting 19 apprentices at 13 employers.



# PRIORITY: COMMUNITY BUILDING

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### OPENING SCHOOLS FACILITIES:

The objective of the Phase 2 Opening School Facilities funding was to support schools in opening their facilities outside set school hours – after school clubs, evenings, weekends and holidays – thus presenting young people with more opportunities to be physically active, as part of the Department for Education’s Covid-19 Recovery Plan.

We were successful with an application of £300,000 and supported 35 schools across the area with the funding. Some of the examples of the projects we supported were:

- funding a school to develop a cycling hub to create an outdoor space for cycling lessons, after school clubs, outdoor mechanic workspace and outdoor classroom area for both the young people and the wider community;
- creating a healthy lifestyles hub to encourage students

- and parents to become more active;
- supporting schools to restart their extra-curricular provision for their young people; and
- funding new sports equipment for schools to provide a wider range of activities.



*Click to see our Opening Schools Facilities video.*



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## PLACE BASED APPROACH TO TACKLING INEQUALITIES IN BERWICK:

Over the past 12 months we have cemented our relationship with the Northumbria Police & Crime Commissioner's (PCC) Office and their Violence Reduction Unit, embedding our Key Worker in Berwick.

Since the inception of the post in May 2021, we have engaged 21 young men aged 16-30 years old who were suffering with poor mental health, suicidal ideation, isolation, unemployment, learning difficulties, drug/alcohol abuse, debt, poverty, housing issues and/or offending.

Working in partnership with key stakeholders, our approach has been to use physical activity interventions as a method for tackling the issues and inequalities that exist for these individuals.



*Click to see the Berwick Key Worker video*



Our Key Worker in Berwick has adopted a public health approach to engaging and working with young men to improve their wellbeing. Since May 2021:

- 78% of the young males engaged now have an action plan
- 74% reported increased resilience, feelings of safety and ability to cope
- 78% reported improved confidence to make positive choices in their lives
- 60% have demonstrated improved engagement in employment and career progression opportunities
- 42% are demonstrating reduced risk of violence and anti-social behaviour
- 70% are reporting improvements in hopes and dreams
- 72% are engaged in physical activity when they hadn't been previously.



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### LEADING LINK PILOT:

In 2021-2022, we commissioned Leading Link, a small independent charity, to develop place-based approaches in Northumberland, working with four secondary schools to empower Year 10 and 11 students to deliver sustainable extra-curricular activities for their peers.

The aim of the programme was to explore the power of young people by training and upskilling them to act as a successful alternative channel to engage their peers in physical activity, especially those who do not normally associate with being physically active. The young leaders developed by Leading Link were the driving force for an afterschool club programme as they planned, led and produced the content of activities.

The project has produced some clear evidence indicating how the young volunteers have really grown and used their training, building up confidence to engage with their peers at schools to develop after school clubs. The subsequent activities delivered in after school settings have all been led and organised by the young leaders, who have shown real leadership and innovation in creating opportunities and space for their peers to be active, many of whom do not engage in regular sport or physical activity.

Plans are now in place to utilise our newly trained young leaders to recruit the next generation of leaders and provide the required support to sustain existing extra-curricular activities, whilst continuing to ensure youth voice remains at the heart of future decision-making.

**27**  
YOUNG  
LEADERS

**12**  
SPECIFIC  
SKILLS

**80**  
ACTIVITY  
PARTICIPANTS



*Click to see our  
Leading Link video.*



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## LEADERSHIP & VOLUNTEERING PROGRAMME:

The Rise Leadership & Volunteering Programme supported over 300 young people from across Northumberland and Tyne & Wear to access training and development opportunities to enhance their leadership and volunteering skills and knowledge. The virtual learning programme included a variety of free pre-recorded online sessions for the young people to access. The feedback we have received has been very positive and really highlights the impact that the programme has had on our young people.

The aim of the programme was to recruit, develop and deploy volunteers aged 13-25 to assist with the delivery of sporting events, and to support other young people to be active by creating and encouraging physical activity in their education settings and local community.

Since the programme came to a close in August 2021, we have [continued to support](#) our young people through establishing a young volunteer

team, who we are providing with additional CPD and are signposting to volunteering opportunities across our community. The young leaders we have recruited, upskilled and are deploying into a variety of activities and settings, will help provide and sustain physical activity opportunities.



*Click here to view our Leadership & Volunteering video.*



# PRIORITY: TACKLING OUR CLIMATE CRISIS

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## DESIGN COUNCIL:

Following our successful application last year to become a Corporate Partner of the Design Council (the Government's advisors on design) several networking events have been attended during the last 12 months with other Corporate Partners. The networking events have given the opportunity to meet and collaborate with a varied cross section of different experts in the field of design.

The Design Council's focus for the Corporate Partnership over the next 12 months seeks expertise which complements and extends their capability in several areas including sustainable design and planning, and active travel and modal shift amongst other requirements, which aligns with the strategic aims and objectives of our Infrastructure and Environment workstream.



## SOCIAL PRESCRIBING AND ACTIVE TRAVEL:

During the year, the Department for Transport released a fund to create pilot projects across the country to combine social prescribing with active travel proposals. Expressions of interest for the funding were required from consortiums and we were invited to be part of the steering group for the bid by Sunderland City Council. The Expression of Interest was successful, and funding has been awarded to carry out a feasibility study for the pilot proposal which is

due to be submitted at the end of April 2022.

The bid encouraged partnership working and it provides an opportunity for further collaboration moving forward, should the feasibility study result in an award of funding to implement the pilot proposal.

Also, Gateshead Council have been successful in progressing to the feasibility stage of the social prescribing and active travel bid and we have been in discussions about supporting the pilot proposal if the project is awarded funding.



# PRIORITY: HEALTHY MINDS FOR HEALTHY LIVES

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## ANDY'S MAN CLUB:

To support our 1:1 offer for young males and the wider community of Berwick, we worked with the Police and Crime Commissioner's Violence Reduction Unit and Mind to establish an 'Andy's Man Club' offer to bridge the gap between the existing clubs in Newcastle and Scotland. Andy's Man Club are talking groups to support men suffering with mental health issues and aid in suicide prevention.

Five males attended the [initial session](#) with numbers growing week on week. One attendee who lost his wife of 37 years to cancer during lockdown told our Key Worker:

*"Thank you for this, it is truly helpful, I met a man there who had also lost his wife of 47 years last year, we had both, for the last five months sat in the house, lights off with the door locked. I didn't know if what I had to say was as bad as some of the other guys there, but being able to talk with similar people was amazing and so helpful, I will definitely be going each week. I am encouraging my son to go too (when he is ready) as it has helped me so much."*

From attending Andy's Man Club and addressing their mental wellbeing, four of the participants felt able to transition to the Newcastle United Foundation's 12th Man programme which we commissioned to support men to improve their emotional wellbeing and physical health.



# PRIORITY: HARNESSING DATA, DIGITAL & TECH

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## ACTIVE GIVING APP:

The Active Giving app is free to use and allows users to convert their physical activity (recorded either through Strava or directly on the app) into contributions to a range of environmental and social projects across the globe. Activities that can be tracked include walking, cycling, and running as well as some less traditional pursuits, such as kayaking and rock climbing.



Following our discussions with Active Giving throughout the year, we have arranged for the app to also be able to be used to support local causes. The Great Northumberland Forest and the North East Community Forest have been identified as two major tree planting and regeneration projects covering all our local authority areas as the projects to benefit from our work with the app.

Through physical activity recorded in the app, we aim to engage with businesses and schools in order to be able to plant over 700 trees across the Great Northumberland Forest and the North East Community Forest in 2022-2023.



## DIGITAL LEARNING:

In 2021-2022 we signed up to access the Yorkshire & Humber Learning Community (YHLC) as it is a digital platform which meets the needs of some parts of the workforce (both traditional and non-traditional), providing them with suitable and appropriate learning opportunities which are delivered in bitesize workshops. Being part of the YHLC allows us to promote high quality training relating to physical activity delivery and we feel this type of digital training platform fills a gap in the market.





# OTHER FOCUS AREAS IN 2021-2022

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## MAINTAINING THE ADVANCED LEVEL OF THE NATIONAL SAFEGUARDING STANDARDS:

Throughout the year, we continued to work hard to ensure that children, young people and adults at risk can take part in physical activity opportunities in a safe environment. We once again undertook a comprehensive self-assessment at the start of the financial year and produced an annual plan to improve our safeguarding practices.

We completed numerous actions over the course of the year to help safeguard children, young people and adults at risk, including revising our safeguarding policies, ensuring safeguarding was embedded across all of our key programmes, providing knowledge and guidance to partners, and providing training opportunities both internally and externally.

## EMBEDDING EQUALITY, DIVERSITY AND INCLUSION (EDI):

Early in 2021-2022, we set up a new EDI sub-group of the Rise Board to enable staff and trustees to discuss and consider how we can improve how we promote and embed EDI across all of our work. Through this work we developed a new EDI Action Plan 2021-2023, which focuses on recruitment, policies and procedures, research and community engagement, and training.

We reviewed and revised our equality policy, the Board signed off a new [statement of commitment](#) to this important area of work, we attracted new trustees onto the Board from more diverse backgrounds (including appointing a Board Equality Champion), and we delivered many EDI training sessions for the internal team.

We also continued to engage with a wider variety of community organisations to help to tackle the inequalities that exist, not least through our Tackling Inequalities Funding approach.



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## CARBON CALCULATING AND INVESTORS IN THE ENVIRONMENT:

In October 2021, we signed up to the SME [Climate Pledge](#) to halve our greenhouse gas emissions before 2030 and move towards net zero by 2050, which includes regular reporting on progress towards these targets. To achieve the targets, an Environmental and Sustainability Policy has been approved by the Board and an audit will be carried out as to carbon and waste emissions leading to the development of an action plan. Also, we have signed up to, and are working towards, the bronze Investors in the Environment Accreditation.

## PARTNER SURVEY 2021-2022:

We were delighted with the results of our annual partner survey, with 100% of respondents feeling that there was trust and respect between Rise and themselves/their organisations, as well as there being a clear shared purpose for why Rise and their organisation work together. Our NPS score was over 77, and 94% of those who responded stated that working with Rise had a very positive or positive impact on their organisation.

## LOOKING AFTER EACH-OTHER:

The wellbeing of [our team](#) is always our utmost — priority. Without a happy, motivated and healthy team, we could not achieve the things that you have been reading about in this review.

We conduct a wellbeing survey every month, as well as asking staff to complete a quarterly staff satisfaction survey. During 2021-2022 we also signed up to the Better Health At Work award in order to prioritise, address and support health issues within the workplace. We subsequently achieved the Bronze award, endorsing our commitment to staff wellbeing. In 2022-2023 we will focus on attaining the Silver award.



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