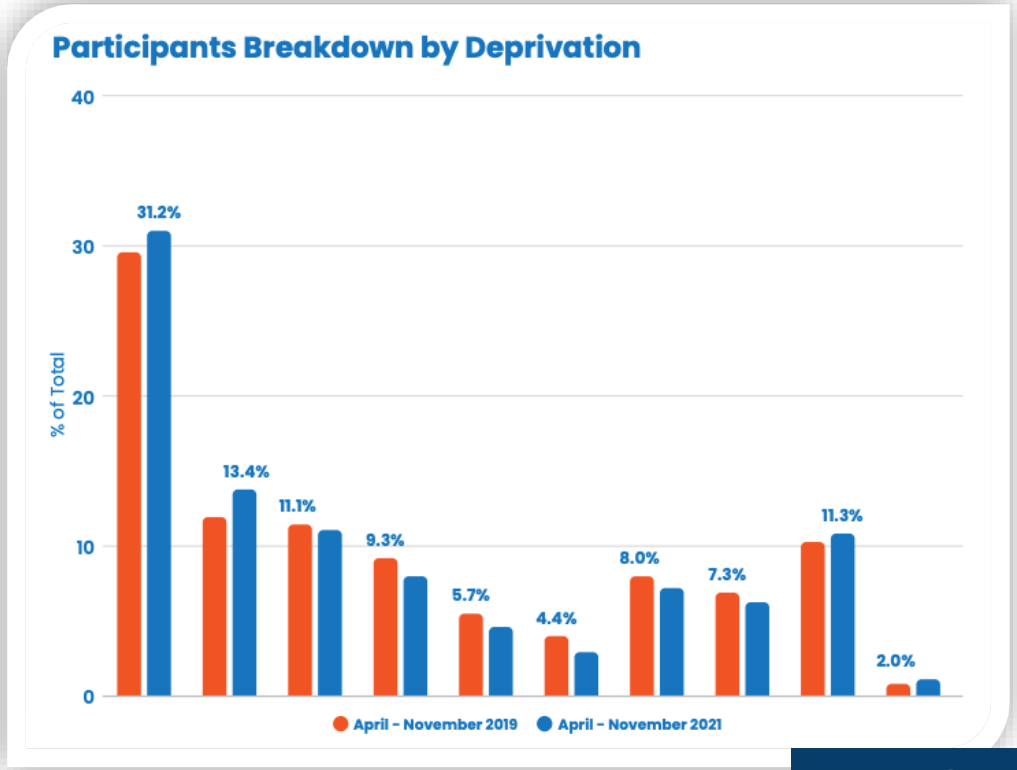
About Moving Communities

Covid Recovery and Deprivation

HARTLEPOOL BOROUGH COUNCIL



Financial Recovery

47.74%	30.17%
Apr 19 - Nov 19	Apr 21 - Nov 21

Internal performance measurement

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mytimeactive

Influencing Policy and Investment

Department for Culture, Media & Sport

Get Active:
A strategy for the future of sport and physical activity

August 2023

CP 927

Environmental Management

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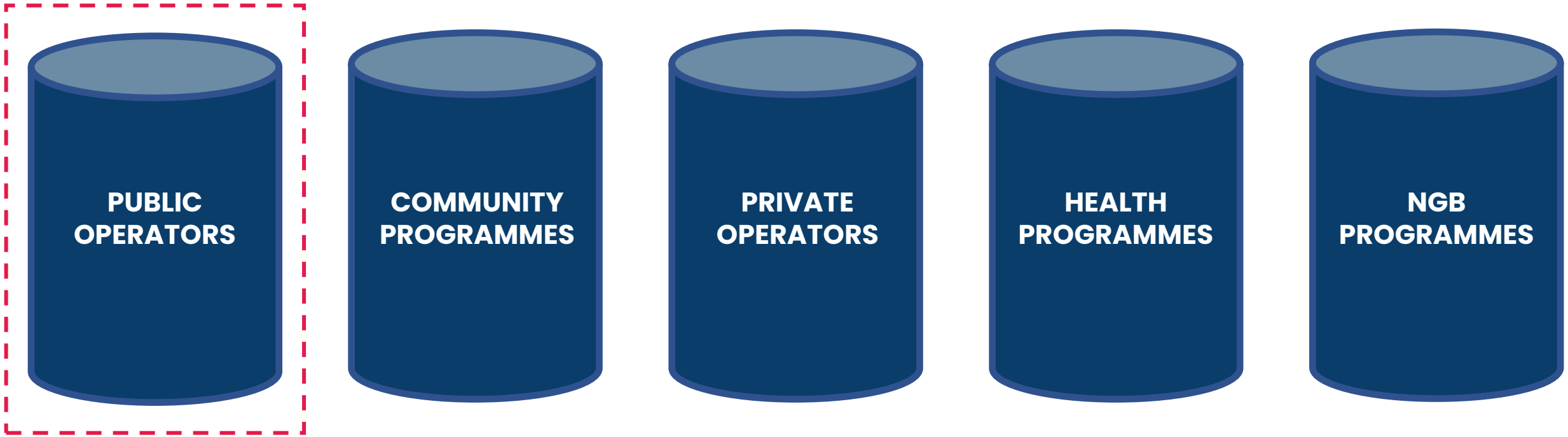
Place

Currently activity data exists only in silos



Moving Communities Place Pilots

A detailed, **place-based view of participation** in physical activity, demonstrating the **scale, impact and value to the local community.**

1. **Sheffield**
2. **Manchester Active**
3. **West Suffolk**
4. **Nottingham**
5. **Birmingham**
6. **Hartlepool**
7. **Central Bedfordshire**
8. **Wirral**
9. **LB of Greenwich**

Data driven decision making framework example

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STRATEGIC OBJECTIVES

Increase the percentage of active older adults in 2023 from 2022

DATA MANAGEMENT

DATA

- Population & deprivation data
- Operator LMS data
- Local participation data
- Sector participation data
- Experian Mosaic profiling data
- Community surveys

INTELLIGENCE

- Live member profiles
- Population breakdown analysis
- Local & national participation trends
- Socio-economic profiling analysis
- Net Promoter Score analysis
- Resident views of physical activity
- Social value outcomes analysis

ACT. INSIGHT

- Where to target
- What to offer
- How to offer
- How to track engagement
- How to measure impact

OPERATIONAL PROCESSES

1. Workforce planning and training 2. Engagement of activity providers
3. Development of M&E process and systems

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For more information or to enquire about being a part of Moving Communities, please contact

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