



Leading our Active Places: Together for Everyone

Event handbook

A welcome from Nigel

Leading our Active Places: Together for Everyone

Welcome everyone, and thank-you for playing your part in these online sessions.



The ‘event’ was truly a joint effort involving great people from across West Yorkshire and South Yorkshire sharing their learning throughout the week. Our role was putting it all together.

The event series was aimed at those who are leading the charge of physical activity across our districts through the partnership groups that are in place and also those organisations working at a regional level.

Our first ‘Leading Our Active Places’ event took place on March 5 last year, when we were at the precipice of the pandemic, and I remember wishing our public health colleagues good fortune in guiding us through it. And, blimey, a lot has changed. I am in admiration and awe of the work of yourselves in local authorities, health and voluntary sectors at the response since then.

Our sector’s responsibility and focus has to be on supporting people to be active throughout and beyond, and we all know that never has been as important for mental and physical health.

One thing that hasn’t changed, then, is our collective drive to bring the benefits of living an active life to as many people as possible.

The focus is unashamedly on inequalities and what we can do to address them. Not only inequalities in those who are active, but more importantly how movement, physical activity and sport can play its part in addressing wider societal inequalities.

Many of you will have seen the video that was part of the launch of the Sport England strategy. For me there were several ‘punch the air’ moments throughout the launch as the themes and focus we all have been working on over the last few years were unfolding.

Addressing inequalities is at the heart of it; understanding the importance of local community driven work; understanding that our level of choices to be active are determined by our background and environment; the interplay and importance of movement, physical activity and sport; and, most crucially, being united in this.

Special thanks go to the planning team - Emma Sharp (Rotherham Ethnic Minority Alliance), Martin Gonzalez (Kirklees Council) and Jodie Bridger (Doncaster Council), plus Tom, Julie, Tahir, Emma and Andy from the YSF team - for keeping us on track and coordinating an amazing line up of speakers.

Finally, it would be great to hear from you with your thoughts on the sessions, things you have taken away from the presentations, action you may now take as a result of a conversation and ideas you have for areas of work we can build collectively.

Nigel

Chief Executive, Yorkshire Sport Foundation

Monday 1 February 2021

Leading our Active Places: Together for Everyone

Leadership focus on tackling inequalities:
How are we tackling inequalities across
our different systems?



Jacqui Gedman
Chief Executive,
Kirklees Council

 Jacqui's presentation

Fatima Khan-Shah
Programme Director,
Unpaid Carers and Personalised
care, West Yorkshire & Harrogate
Health Partnership

 Fatima's presentation

Mark Lawrie
Chief Executive,
Street Games

 Mark's presentation

Afternoon session (15-20 minutes each)
Nurturing ideas and people



A system-based
approach to physical
activity in Calderdale
through the Local
Delivery Pilot

Richard Croker,
Programme Manager,
Calderdale Council



Improving Population
Health during and post-
pandemic

Emmerline Irving,
Programme Manager for Improving
Population Health, West Yorkshire
and Harrogate Health and Care
Partnership

 Emmerline's presentation



Healthy Holidays:
impact and learning
from Leeds

Francesca Wood,
Leeds Community Foundation

 Francesca's presentation

Tuesday 2 February 2021

Leading our Active Places: Together for Everyone

Improving diversity and inclusion in leadership



Rashida Salloo
Founder and Director,
Ready Steady Active

Nik Trivedi
Director of Development,
Sporting Equals

 Nik's presentation

Butch Fazal
Coach Inclusion and
Diversity Manager,
The Football Association

You may also be interested in:



How can the sport and activity sector contribute to race equality?

Featuring Sporting Equals CEO, Arun Kang OBE and Nigel Harrison, Yorkshire Sport Foundation CEO.

Listen on Apple Podcasts, Spotify, Google Podcasts, Amazon Music and [online here](#).

Afternoon session (15-20 minutes each)
Nurturing ideas and people



Supporting population behaviour change through Active Travel

David Atherton,
Active Travel Auditor, Doncaster Council



Creating Active Green Spaces

Saira Ali,
Team Leader (Landscape Design),
Bradford Council

Jan Burkhardt,
Programme Director, JU:MP Bradford

 Jan's presentation

 'What is JU:MP?' video



Leeds Ambition: what, why, how?

Gill Keddie,
Development Manager, Leeds City Council

 Gill's presentation

Wednesday 3 February 2021

Leading our Active Places: Together for Everyone

Learning from our people and communities



Dr. Leanne Staniford
Research Associate,
Manchester Metropolitan University

 Leanne's presentation

Amy Shephard
Director, Shephard and Moyes Ltd

 Amy's presentation

Emma Gooch
Data and Insight Manager,
Yorkshire Sport Foundation

Afternoon session (15-20 minutes each)
Nurturing ideas and people



Applying the 'Recognise, Value, Change and Embed' (RVC-E) model to initiate and deliver change across the whole system

Richard Croker,
Programme Manager,
Calderdale Council



Building capacity for whole systems approaches to physical activity: Individual competencies and collective capabilities

Dr Katie Shearn,
Researcher,
Sheffield Hallam University

 Katie's presentation



This Girl Can: Activating a local campaign

Nur Ali,
ShipShape

Jo Pearce,
Sheffield City Council

 Nur and Jo's presentation

Thursday 4 February 2021

Leading our Active Places: Together for Everyone

Everybody Active: A call to action



Professor John Wright
Director, Bradford Institute for
Health Research

 [John's presentation](#)

Nigel Harrison
Chief Executive,
Yorkshire Sport Foundation

 [Nigel's presentation](#)

Afternoon session (15-20 minutes each) Nurturing ideas and people



**What the Year of
Walking taught us about
whole systems working**

Amy Sharp,
Health and Wellbeing Manager,
Wakefield Council

 [Amy's presentation](#)



**How to support young
people transitioning
from the care system to
independent living**

Siobhan Atkinson,
Chief Executive,
Huddersfield Town Foundation



**Learning from the
Tackling Inequalities
Fund**

Sithule Mguni,
Rotherham Ethnic Minority Alliance



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