



To: Coventry Health and Wellbeing Board

Date: 27 September 2023

From: Peter Fahy – Director of Adult Services and Housing

Jonathan Hunt – Service Manager, Sport, Physical Activity and Wellbeing

Title: Sport England’s Commonwealth Active Communities ‘Coventry Moves’ Programme

1 Purpose

- 1.1 The purpose of this report is inform the Coventry Health and Wellbeing Board (HWBB) on the overall Commonwealth Active Communities ‘Coventry Moves’ programme with specific reference to the Adult Social Care area of work.

2 Recommendations

- 2.1 The HWBB are recommended to recognise the good work and positive impact of the Coventry Moves project on its target audience and value the contribution to Adult Social Care, Public Health and Sport, Physical Activity and Wellbeing.
- 2.2 To support with options to create sustainability and to secure any future funding.

3 Information/Background

- 3.1 Coventry City Council secured a grant award of £624,624 through the Commonwealth Active Communities funding that is part of Sport England’s wider investment into the Birmingham 2022 Commonwealth Games. The Coventry Moves programme is a two-year funded programme which runs to December 2023.
- 3.2 Project Outcomes:
- ❖ Tackle and reduce isolation.
 - ❖ Understand and address how the effects of isolation across the city have compounded inequalities, exacerbating pre-existing barriers to physical activity.
 - ❖ Decrease inactivity levels across the city. Increase activity levels with targeted groups.
- 3.3 The Commonwealth Active Communities programme has three key focus areas:
1. Go Parks – encouraging children and young people to get active in local parks and green spaces.
 2. Streets – providing ‘on your doorstep’ activation in targeted communities.

3. Coventry Moves – Adult Social Care – engaging the elderly population in care homes and over 50's in the community.

- 3.4 Coventry Sports Foundation (CV Life) were commissioned to lead on the Adult Social Care part of the programme working with residents in nine local care home and assisted living settings as well as engaging with over 50's in the community. CV Life have also commissioned four smaller organisations to deliver inclusive activities for the elderly population under the Coventry Moves banner.
- 3.5 Care home and assisted living settings on the Coventry Moves project have experienced weekly sessions with activities such as dance, seated exercise, gardening, social gatherings and arts and crafts. The project has inspired residents to become more physically active and reduce social isolation following the pandemic with residents now socialising between care homes, attending trips and community sessions. The project has also improved confidence and independence with residents now taking ownership of sessions, developing their own groups and creating 'social funds' to sustain the future of the project.
- 3.6 The community activities aimed at over 50's have included weekly sessions such as walking rugby, walking netball, slow Zumba, no strings badminton, seated exercise, and social coffee mornings. Coventry Moves also initiated a return of the monthly Sporting Memories sessions which attracts participants from both the local community and dementia care settings. The high demand of popular sessions such as walking netball has introduced an additional session to increase capacity and 3 participants have volunteered to be trained in leading sessions to support future provision.
- 3.7 The Coventry Moves project has delivered over 431 sessions which has seen 5,541 attendances so far. The project will continue to grow with the introduction of new community sessions and additional care home activity as the project progresses.
- 3.8 The Coventry Moves project is improving the physical, social and mental wellbeing of residents. The hyperlocal impact derived from this work can be evidenced through numerous case studies demonstrating significant impact on local people's lives. Examples of these are included in Appendix One and include:
- ❖ Sporting Memories returning to Coventry & North Warwick Sports Club
 - ❖ Coventry Moves dance classes for residents at retired living scheme
 - ❖ Walking Netball with regular attendance of 20 people
 - ❖ Walking Rugby with regular attendance of 15 people
 - ❖ Slow Zumba classes improving participants 'mind, body and soul'
 - ❖ Gardening club aims to get more people active across older people housing schemes
- 3.9 The impact assessment of the overall Commonwealth Active Communities programme is being delivered through a national evaluation linked to the Birmingham 2022 Commonwealth Games in partnership with KPMG. Throughout the evaluation, Sport England have been developing an evaluation framework that can be utilised by future programmes of a similar nature linked to partnership working and systems change. Coventry Moves has been involved in piloting the framework within the Commonwealth Active Communities programme which has informed future Sport England funded commissioning.
- 3.10 Coventry City Council endeavour to build on the work of the Coventry Moves project to continue the local impact. Alternative opportunities for further funding to continue the

Coventry Moves project beyond December 2023 are being explored with the potential to bid for further grants to continue the programme to March 2025.

- 3.11 Programme sustainability is also being sought through the establishment of 'social funds' within care schemes and developing toolkits and equipment boxes for residents to run their own activities without the need for ongoing support from CV Life.

4 Options Considered and Recommended Proposal

There are no options associated with this report.

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Enquiries should be directed to the above person.

Appendices

Appendix One: Coventry Moves Year One Impact Report April 2022 to March 2023