



## Oxford City Council

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# Here to share:

- Responded to the Coronavirus restrictions and supported residents to be active during the pandemic
- Improved the customer journey to accessing information
- Inspired and motivated residents to explore open spaces and move more often



# What is GO Active Outdoors?

GO Active Outdoors



## GO Active Outdoors

GO Active Outdoors aims to provide you with all the information you need to be more active outdoors. Being outdoors is good for us in so many ways and can help us to be happier and healthier - it helps us be physically active, to de-stress and be calm and to connect with our local community and the environment we live in. Whilst everyone is different we hope there is something to interest, inform, inspire and motivate you to explore the open spaces around you and GO Active Outdoors.

GO Active Outdoors



### Walking

Walking is a free and accessible activity for all



### Cycling

There are lots of opportunities to cycle in Oxford



### Green Spaces and Nature

Accessing green spaces and nature



### Group Exercise and Events

Ideas for exercising in groups



### Families

Things to do for families



### Waterways

Things to do on or alongside our waterways

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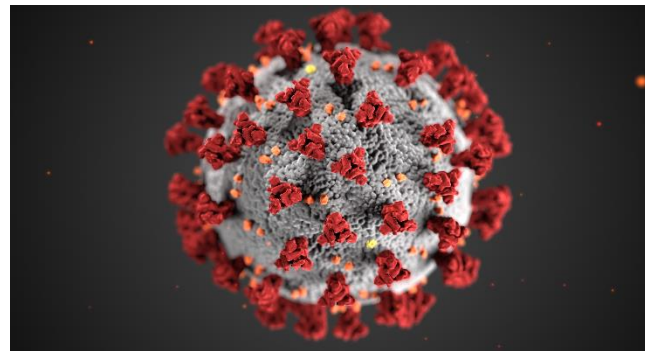
# Why GO Active Outdoors?

**Best Practice**



**Brand awareness**

**Mental health**  
**Safe socialisation**  
**Physical health**



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# The how...

- 1 • Service buy-in and funding secured
- 2 • Internal & external partner engagement
- 3 • Linked to Healthy Place Shaping Delivery Plan
- 4 • Consultation with families
- 5 • Webpage created
- 6 • Communications Plan
- 7 • Social media campaign launch
- 8 • Banners & activities in the parks
- 9 • Targeted outreach
- 10 • Responding to changes



# The now!



## #MoveWithMayorMark

- Thanks Chris Whitty!
- Video based social media campaign with the Lord Mayor
- Showcasing different activities available
- Sharing one person's experience
- In-direct messaging around benefits of PA

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Hi it's Mark Lygo

[www.oxford.gov.uk](http://www.oxford.gov.uk)





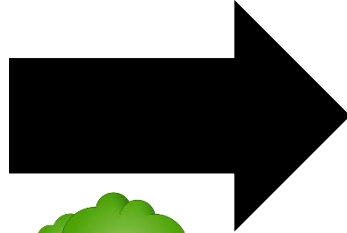
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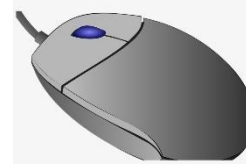


# Impact to date

**350,086**  
impressions  
over launch  
campaign



**0.01p** per  
impression



Total impressions =  
106,778  
Average post reach  
= 4,044  
Average post clicks =  
147

Total Spend

**£** 4690



12 hirers running 31  
sessions in 9 parks

## GO Active Outdoors

People using # include: Councillors,  
local charities, public, primary schools,  
Age UK and Oxfordshire Mind



58,449 = Total  
FB impressions

Total Spend

**£** 330

# #MWM

Total social media reach= 127,651  
Total social media engagement = 15,080



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# What we've learnt so far...

## What's worked well

- ✓ Internal collaboration
- ✓ Targeted Facebook posts
- ✓ Use of videos
- ✓ Wider use of campaigns

## Areas to improve

- x Referral routes
- x Making #MWMM more representative
- x Social media call to action
- x Tracking use of our parks



# So what next?



- #ChallengeMayorMark
- Celebration event



- Park maps
- Active Travel map
- MHAW



- New web resource for families
- Launching for May Half Term



# Contact us:

[sportsandphysicalactivity@oxford.gov.uk](mailto:sportsandphysicalactivity@oxford.gov.uk)

[www.oxford.gov.uk/goactiveoutdoors](http://www.oxford.gov.uk/goactiveoutdoors)

[www.oxford.gov.uk/activityhub](http://www.oxford.gov.uk/activityhub)

[www.oxford.gov.uk/MoveWithMayorMark](http://www.oxford.gov.uk/MoveWithMayorMark)

[#MoveWithMayorMark](https://twitter.com/MoveWithMayorMark)

## Thank you!

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**Offering a technological lifeline support to the digitally excluded.**



# About Halo ...

Halo is a social enterprise and charitable trust.

Halo runs 23 centres across Bridgend, Herefordshire, Shropshire and Wiltshire.

Has a 15 year contract with Bridgend County Borough Council to deliver services.

My role... Active Communities Manager (Bridgend)

# Presentation Aims

**1. Outline Halo's Digital Inclusion project as an example of providing digital offers to:**

- Get more people active during and after lockdown.
- Ensure vulnerable groups are not left behind.

**1. Provide feedback on the lessons learned while setting up the project & along the way.**

# Agenda

1. **Current scale & understanding of digital exclusion**
2. **Project plan**
3. **Partnerships**
4. **Device Distribution**
5. **Engaging older people**
6. **Impact**
7. **Summary lessons**



# Facts

1. **Over 79% of all digital exclusion is among those aged 65 and over (Age UK)**
2. **Factors for non-use include - Income, Age, Memory / ability to concentrate, Household composition (People living on their own are over twice as likely to use).**
3. **The main reasons for older people not using the internet are - Perceived lack of need - 64%; Lack of skills - 20%, Cost (equipment & access) - 16% ; Security concerns. (ONS)**
4. **Most older online users say their internet use has remained unchanged during the pandemic, with nearly one in 10 (9% actually using it less.) Myth busting.**

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# Strategic importance



## Halo Plan

- Community health - accessible & inclusive.
- New / Wider audiences.



## BCBC strategy

- Written into Aging Well plan & Equalities plan.
- Promote digital inclusion training for older people to improve accessibility of information



## Exclusion in Bridgend

- 41% of people aged +75 years that do not use the internet
- Increased cost of living: £560 p.a
- Exclusion from life-long learning opportunities

# Feel Good for Life



## PROGRAMME

Opportunities for people with Dementia, Loneliness & depression (& carers) to be active & to socialise.



## ACTIVITIES

- Swimming
- Bowls
- Skittle
- Table-tennis.
- Reminiscence & Socialising.



## IMPACT

- Physically active (reduce frailty, falls)
- Improvements in mood, anxiety, depression.
- Peer support for carers - Mental wellbeing

# Covid-19!

**March  
2020**

- Centres closed / Sessions ended.
- Shielding.
- Furlough

**FGFL  
Digital  
Exclusion**

- Less than half on-line. (no equipment, internet access, skills)
- Limited Halo digital infrastructure .

**Consequence**

- Extra caring hours. - exhaustion
- Rapid decline.
- Deaths.

# Project Plan

## MISSION

- Adapt & sustain provision by moving to an on-line / interactive format.
- Make opportunities to exercise and socialise available on on-line.

## OBJECTIVES

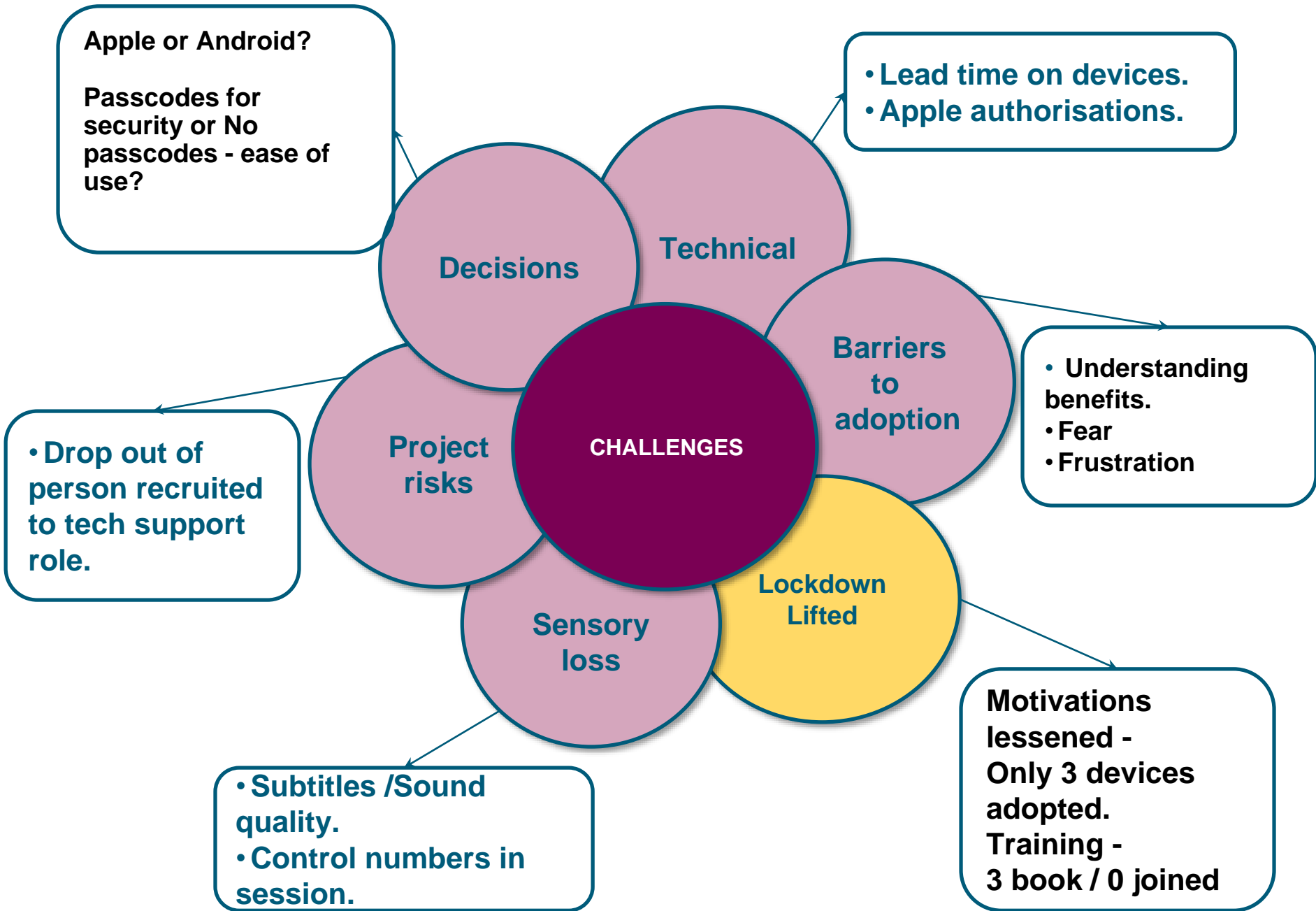
- Engage key partners (including funders).
- Obtain infrastructure and obtain & distribute devices.
- Develop digital, skills, confidence, capabilities amongst intended participants.
-

# Partnership



- Project Management coordination.
- Led funding bid.

<p><b>Digital Communities Wales</b> Digital Confidence, Health and Well-being</p>	<ul style="list-style-type: none"> <li>- Train Halo staff.</li> <li>- Advice</li> <li>- 6 week on-line training</li> </ul>
<p>Cyngor Gweithredu Gwirfoddol Cymru <b>wcva</b> Wales Council for Voluntary Action</p>	<ul style="list-style-type: none"> <li>- Funder(s)</li> <li>- £67,000 (1year)</li> <li>- 51 i-pads; funds for tech support.</li> </ul>
	<p>Suppliers:</p> <ul style="list-style-type: none"> <li>- I-pads.</li> <li>- MDM (security)</li> <li>- Data</li> </ul>
<p><b>GOOD IT COMPANY</b></p>	<ul style="list-style-type: none"> <li>- Professional Live streaming.</li> <li>- Device Set-up.</li> <li>- Helpline support</li> </ul>



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# January 2021 lockdown

## Lessons

- Zoom 'Links' not Zoom ID's & pass-codes.
- Support on-hand.

## Device Set up

- Pre-loaded with apps.
- Ready to use.
- Good initial experience / no frustration.

## User Guides

- Simple, Step by step, printed visual instructions.
- From point of switch-on - joining the call - getting help.



# User-Guides



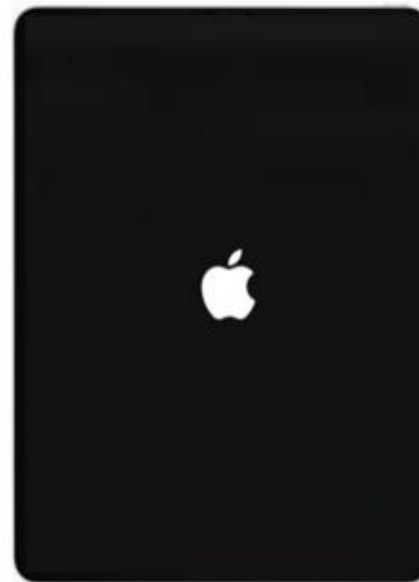
## iPad Quick Start Guide

*Welcome to your i-pad, loaned to you by Halo  
Leisure and the Wales Co-operative Centre*

Switching it on



Step 1: Press and hold  
the power button.



Step 2: Release the  
button when you see

# User-Guides

halo®

## iPad Quick Start Guide

### Connecting to a zoom call

Halo Leisure and it's partners are delivering a number of classes, sessions and events through Zoom—a video call facility. Here is how you can connect to your Zoom call



Step 1: 10 minutes  
before your event

Step 2: You should have an email  
link from your meeting host. Tap it

Step 3: The zoom application on  
the iPad will open, and you will be  
see the message below. You will be  
connected to your meeting shortly.

Please wait, the meeting host will let you in soon.

## DEMONSTRATIONS



## COLLABORATIONS - REFERRALS



## ENGAGING OLDER PEOPLE

## PEER-TO-PEER



## LITERATURE

**FEEL GOOD  
FOR LIFE  
ONLINE**  
EVERY THURSDAY  
2-3.30pm  
ON ZOOM

Opportunities for people living with dementia, feeling lonely or low to participate in fun exercises and socialise from the safety and comfort of home.

Be nervous about using computers and technology? No internet or device at home? No problem! We'll loan you an IPAD and train you to use it - for **FREE**.

Please call 01656 678851 to book a space on our online session  
For more information please visit our website  
[haloleisure.org.uk/feelgoodforlife](http://haloleisure.org.uk/feelgoodforlife)

WCVL  
CoGC

WOMBA  
WOMEN'S  
COMMUNITY  
FUND

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halo

# ACTIVE & SOCIAL ON-LINE SUCCESS!

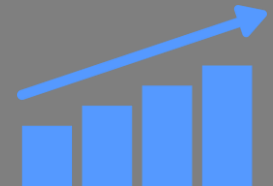


## ADDRESSING INEQUALITIES

*Vulnerable people.  
Complex needs.  
People living with  
Dementia. Isolation.  
Depression. Carers.*

## DEVICES ADOPTED

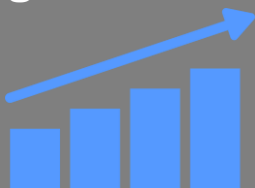
25 ipads  
Internet access  
Connected to services



## IMPACT

## PHYSICALLY ACTIVE ON-LINE

21 people active on-line  
p/wk.  
32% increase in  
registrations



## DIGITAL SKILLS

21 people trained:

*How to Zoom.  
6 Week Essential skills  
training.  
Digital for entertainment.  
Using email, Social  
Media. Purchasing.  
Problem-solving*

# Making a difference



# Timeline

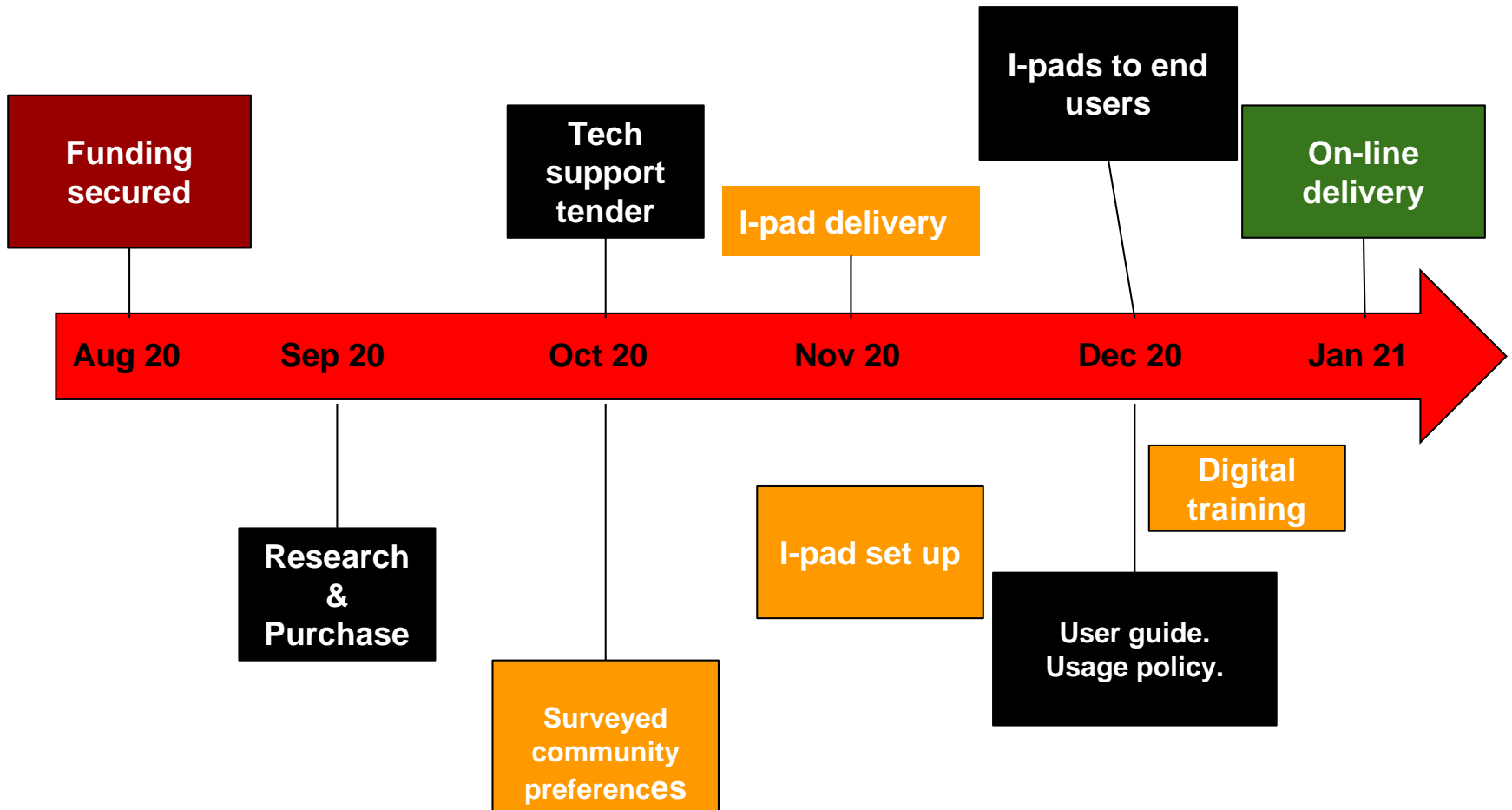
## THEMES:

Project initiation

Planning, scope & budget

Delivery

Post Mortem



# Summary Lessons

1. **On-line services can disproportionately exclude older people with disabilities.**
2. **Reach out to older people with things that interest them.**
3. **Be patient and prepare to be initially declined.**
4. **Lack of confidence, self-efficacy and security risks are barriers.**
5. **Build efficacy through older role models and peer-to-peer approaches**
6. **Be part of a meaningful partnership of local organisations**
7. **Make instructions simple and easily understandable.**
8. **Ensure on-going training & support. (tailored)**
9. **Build an industry network & learn lessons from others.**
10. **On-line services can connect people reduce isolation and increase physical activity.**





THANK YOU

A row of seven white dice with black letters on their faces, arranged to spell out 'THANK YOU'. The dice are placed on a white surface. The 'N' die is tilted slightly to the right, while the others are upright. The letters are in a bold, sans-serif font. The background is white, and there are decorative purple and yellow shapes at the top left of the page.