



Cycle Sisters

Sarah Javaid
Founder
Programmes &
Partnerships Lead





The Cycle Sisters story

- Started in 2016 in **Waltham Forest**
- Lack of groups catering for **diverse needs**
- Waltham Forest **Council** instrumental!
- Grown from a few people to the UK's **largest** Muslim women's cycling organisation





Our Impact

- **1000+** members
- **88** volunteer Ride Leaders
- **10** London boroughs + London-wide road cycling club
- **300+** rides per year





Cycle Sisters Groups





The Cycle Sisters Model

Inspiring & enabling

Volunteer led groups for
sustainability and **grassroots** impact

Weekly group rides offer
**safe, supportive &
empowering** space

Social cafe stops to
make it fun and
make new friends

Free bikes available to
borrow for rides



Free lessons to **build
cycling skills** & promote
independent cycling

Peer support via
WhatsApp groups and
social media

Promoting Muslim women
as **role models** and creating
leadership opportunities



https://www.youtube.com/watch?v=NEnst12LeL4&list=PLKq9NLgivvat6OBHgp_SVHvVGbojivZUy&index=2



Syeda's story

- No opportunity to ride as a child
- Tried in her 30s but didn't know how to ride in abaya
- Joined Cycle Sisters in her 40s
- Bike Buddies during lockdown
- Became a Ride Leader and Group Coordinator for Redbridge
- Participated in multiple sportives including solo 110 mile ride
- Included in "100 Women in Cycling" list 2021



“Cycle Sisters gave me the boost I needed to regain the confidence I had lost. I'm me again.”



Cycle Sisters Projects



80+ women took part in 30, 60 and 100 mile events for RideLondon in May 2022



50+ women took part in first Tour de Cycle Sisters (100km ride) in September 2022

Virtual winter cycling challenge - 90 women participated and cycled over 15,000 miles in 4 weeks



What we've learnt

- Importance of **accessible & inclusive led group rides** to enable under-represented groups to cycle (it takes more than just infrastructure changes)
- These groups need to be **community-led**
- Getting the **volunteering opportunity** right
- **Bikeability lessons** complementing group rides
- **Role of local authorities & partners** in supporting community groups
 - Bikes + storage + insurance + maintenance
 - Funding Bikeability lessons in the community
 - Bike access for residents (free hire, Dr Bike, storage etc)
 - Free training / venues e.g. first aid
 - Grants schemes
 - Publicity for groups
 - Pathways for progress



www.cyclesisters.org.uk
facebook.com/CycleSisters
[@cyclesistersuk](https://twitter.com/cyclesistersuk)



**we
can
move**

JOURNEY

We can move is a social movement that inspires, connects and enables individuals, communities and organisations across Gloucestershire to help the least active, move more.

The movement has changed a lot over recent years - here's **our journey** to explain what the movement does and what it has achieved so far.

BEFORE
PRE-2017

**we
can
move**

Active Gloucestershire

FOCUS

Help the already active, get more active.

Primarily children, young people, schools and sports clubs.

FUNCTION

Programme delivery.



Gloucestershire



THE BEGINNING

FROM 2017
GLOUCESTERSHIRE MOVES



FOCUS

Shift to helping the least active, move more.

Received Social Impact Bond to research the best approach to do this. To get people moving more, we needed to:

- use a systems approach
- focus on behaviour change
- create a social movement.



FUNCTION

Gloucestershire Moves started to question whether only programme delivery was the right thing.

Instead, it focused on:



how to support others to get people moving more and change behaviours

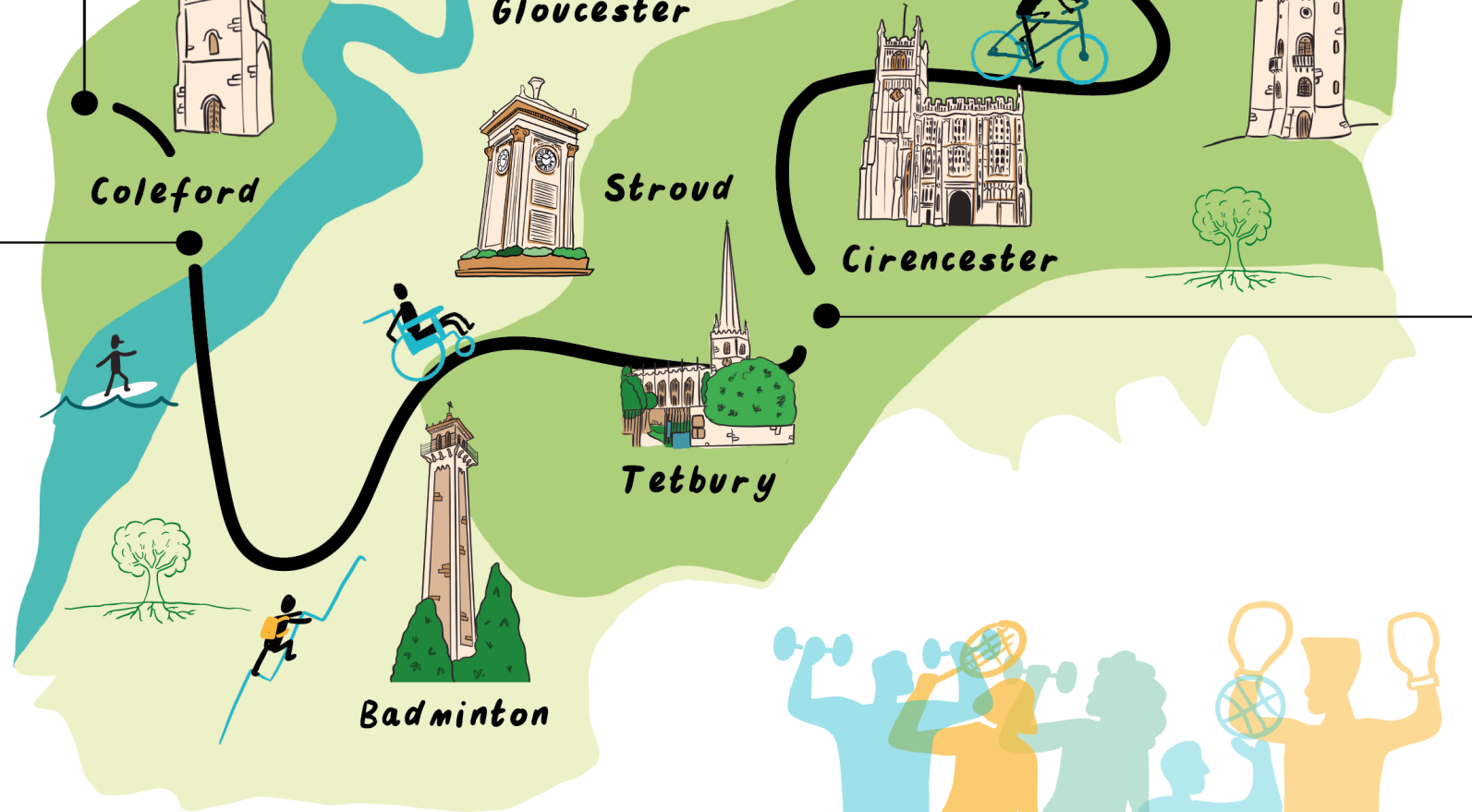


wider advocacy and partnerships



building a place based and community approach.

We tested what we learned from our research, developed a theory of change, and despite losing out on funding for a Local Delivery Pilot from Sport England, we continued our work due to the resilience and commitment from the community.



EXAMPLES



FALL PROOF



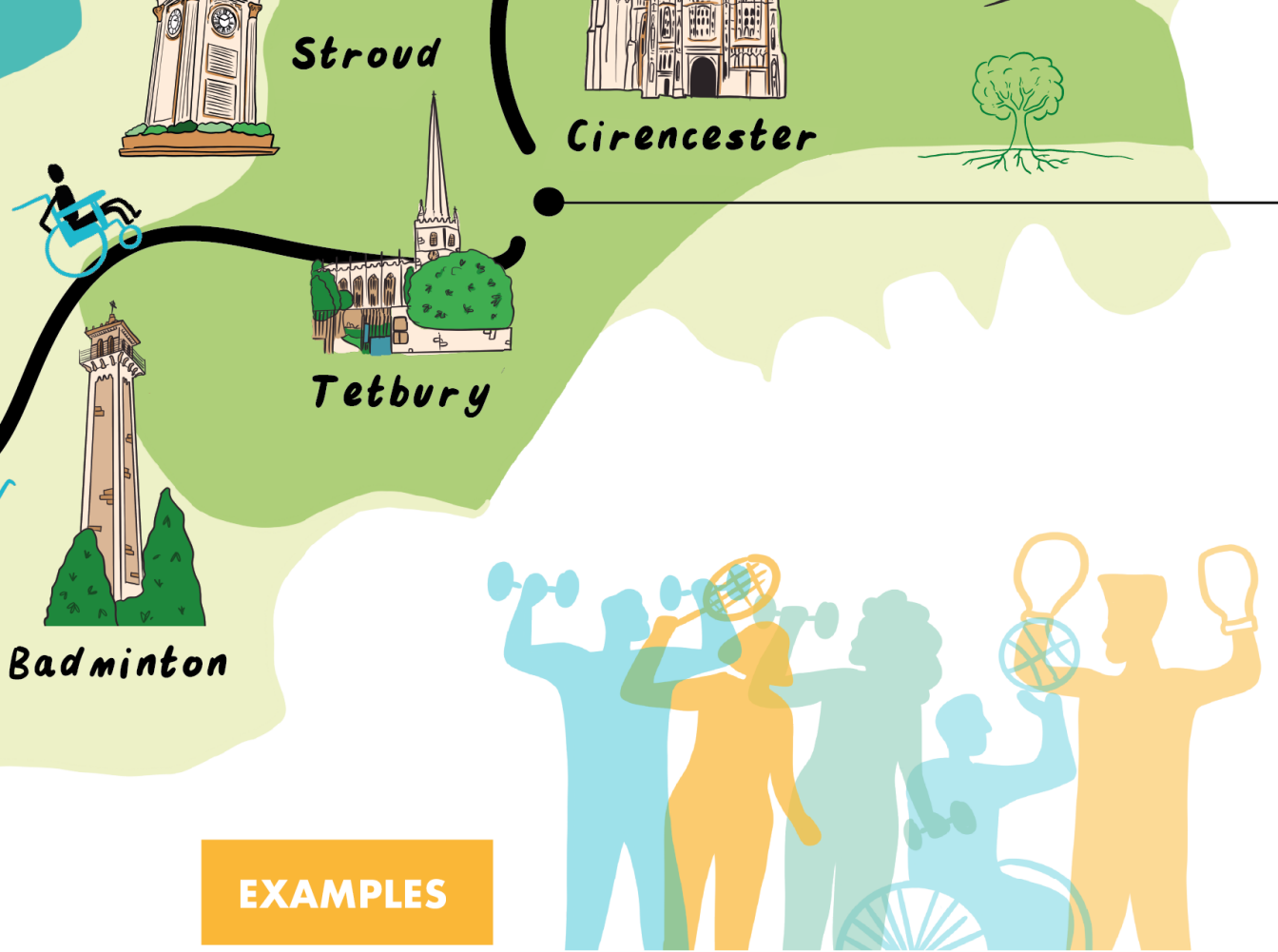
THE DAILY MILE



BARTON & TREDWORTH



IT'S YOUR MOVE



Inspire more people to get active, feel a part of **we can move**, and build an active future together, reducing the barriers to least active.

THE MOVEMENT
 NOV '17 to NOW
 WE CAN MOVE



FOCUS
We can move became the movement to inspire, connect and enable individuals, communities and organisations across Gloucestershire to help the least active, move more.

FUNCTION
 ARC West (University of Bristol) undertook rigorous evaluation to demonstrate the value and impact of the movement. 120 organisations and champions were involved in the evaluation.

Led the way in ripple effects mapping to show movement, growth and the wider impact.

EXAMPLES

OUTCOMES

Examples of initiatives:

- FALL PROOF** (Icon: two people standing)
- THE DAILY MILE** (Icon: a signpost pointing right with '1 MILE' written on it)
- BARTON & TREDWORTH** (Icon: two hands shaking)
- IT'S YOUR MOVE** (Icon: a person with arms raised)

Outcomes:

- INSIGHT DRIVEN PROGRAMMES EMBEDDED ACROSS THE SYSTEM**
- NEW PARTNERSHIPS, CO-PRODUCING SUSTAINABLE ACTIVITY OPPORTUNITIES**
- LINKED TO 22 AGENDAS ACROSS THE COUNTY**
- PHYSICAL ACTIVITY INTEGRATED INTO 6 NEW STRATEGIES**

place based
 community

continued



THE FUTURE

2022 & BEYOND

WE CAN MOVE EVEN MORE!



we can move

FOCUS

Ensuring the movement is self sustaining and learning is shared.

Better targeting of interventions, and building equality, diversity and inclusion into the governance of we can move to reduce inequalities.

Shift towards a more holistic approach to movement, to help create a happier and healthier Gloucestershire.

FUNCTION

Build infrastructure and develop mutually beneficial partnerships to support people to be more active, act as a catalyst for connections in the community to make this happen and build capacity to prioritise physical activity.

Build capacity across communities to build their confidence to inspire more people to get active, feel a part of **we can move**, and build an active future together, reducing the barriers to least active.

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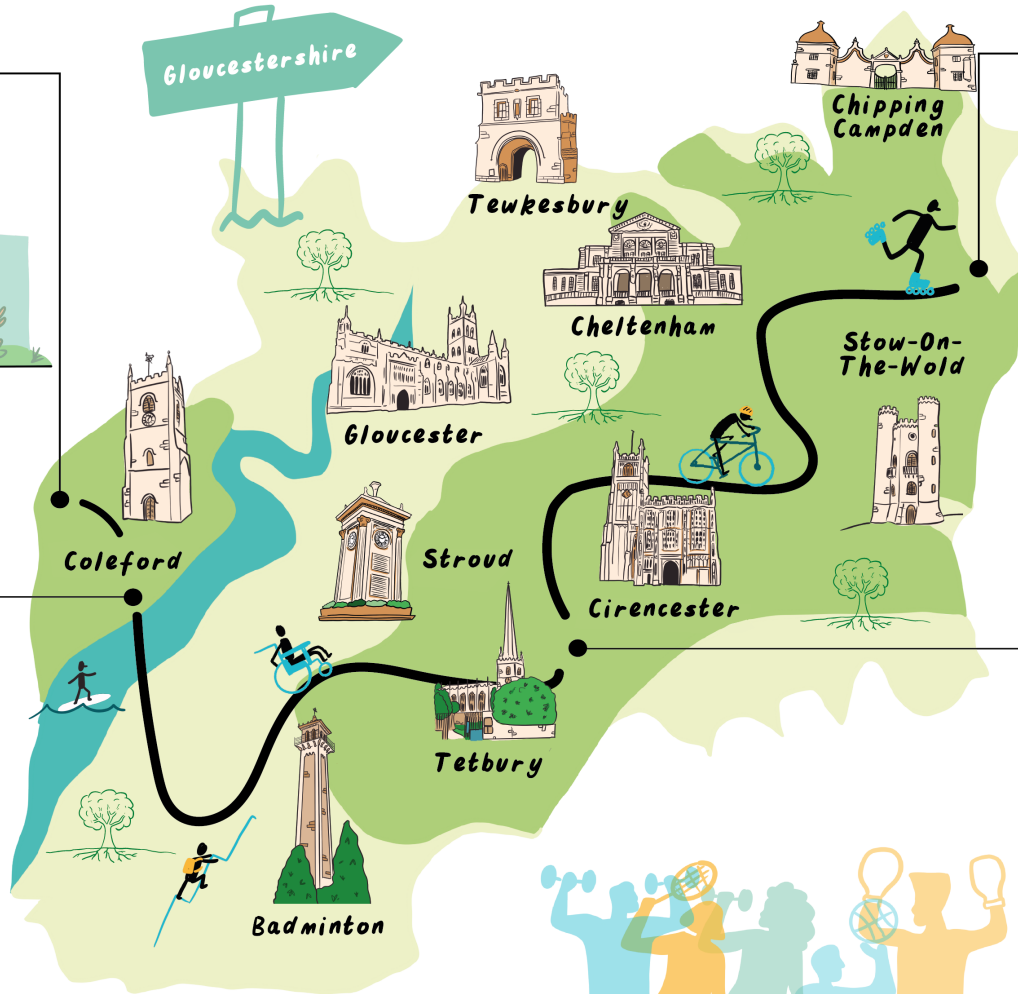


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OUTCOMES

A photograph of two women jogging in a park. The woman on the left is wearing a grey long-sleeved top and black leggings, while the woman on the right is wearing a blue jacket with green accents and black leggings. They are both smiling and looking towards the right. A white square frame is centered over the image, containing the text 'we can move' in a bold, white, sans-serif font. The word 'we' is smaller than 'can' and 'move'. There are large, semi-transparent teal and light blue circular shapes in the top-left and bottom-right corners of the image.

**we
can
move**

Active
Gloucestershire

Our Strategy
for 2021-2030

Our ambition:

We want to get more people moving and halve inactivity rates in Gloucestershire by 2030.

Our vision:

Everyone in Gloucestershire living healthy and happy lives.

Our mission:

We're part an inclusive community that connects and inspires people in Gloucestershire to improve their lives through physical activity.



Our values

- **Be brave**

- The best way to see if something works is to give it a go.

- **Be curious and listen hard**

- Gather learning, insight and data and look to understand the experiences of those with perspectives furthest from your own.

- **Stand shoulder to shoulder**

- Everyone owns the movement. Ask for help when you need it, offer it when it will be useful and be prepared to grow ideas together.

- **Find the energy**

- Focus on strengths, emphasise the positive and gently challenge the negative.

Build relationships **st**

invest in others as much

Our objectives

Grow we can move

so we can support more people and recognise the strength we have by working together.

Share and learn

so that everyone is able to enjoy the benefits of a more active life.

Connect

to make sport and physical activity available to everyone regardless of age, disability, race, gender, religious beliefs or background.

Support

diversity, especially under-represented groups, whilst working with people and projects that share our values.

Celebrate

people and organisations that help people to be active. Together we will celebrate our successes and failures and encourage each other to do more.

Stay flexible

so we can adapt to changes and opportunities.

What we will do

Work together to inspire and engage

We want to create a county where being active part of everyday life and everyone is able to share the benefits of a more active life regardless of age, disability, ethnicity, gender, religious beliefs or background.

Connect with funders and partners

Bring people together to work and learn, whilst connecting people that want to help shape the work. We will engage partners so that they can help us to learn and contribute funds to help us to achieve our vision.

Engage leaders across the county

Encourage leaders to engage in the movement and work together to help make Gloucestershire a better, healthier and happier place to live.

Identify places, spaces and infrastructure

Help develop the right places, spaces and infrastructure so that people can live healthier, happier and more active lives. We want a diverse and equal county in which where you live has no impact on your health.

Measure our value and how many people are getting active

Share what's working and what we are learning – including how many people are actually being active.

Share with success stories

We want to share how the movement's work has changed people's lives so that we can learn and celebrate. To maintain support for we can move, we'll share with partners such as Gloucestershire's Health and Wellbeing Board, the Enabling Active Communities group, and the Sport England Extended Workforce.

Draw on the support and resources provided by Active Gloucestershire

Active Gloucestershire will help share the work of we can move, supporting growth by building a picture of what's happening.

Input to and review Active Gloucestershire's business plan

Active Gloucestershire will write a business plan which will help achieve the vision. The plan will be reviewed every year and will also include Active Gloucestershire's role as a member of we can move.

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Our role

- Active Gloucestershire is the backbone organisation for we can move. Our purpose is to enable we can move to achieve its mission by enabling collaboration, and by providing resources and support.

Our priorities

To achieve we can move's vision we have identified the following ways of priorities. They focus on the areas we believe are the most important and are where we have the skills, funding and expertise to make a difference.

1 Proactively working with marginalised and under-represented people such as those from Black or Asian or minority ethnic groups is crucial. We know that people from these groups are less likely to be active but we've seen how people can take meaningful and lasting changes in their communities to support each other to be active.

2 Young people are the key to a lifetime of good health. Starting active habits at a young age and sustaining them throughout life will result in more people living a happier, healthier and more prosperous life.

3 Older people can enjoy good health for longer by starting or maintaining an active lifestyle. Being active enables older people to make the most of their independence for longer. Sport and physical activity isn't just enjoyable – it also helps older people to maintain strength, physical condition and to improve their mental health.

4 Disability or a health condition shouldn't stop anyone from enjoying an active life. Disabled people and those with health conditions really stand to benefit from being more active. Sport and physical activity is fun, promoting physical and mental health. It also creates opportunities to connect with others and share experiences.

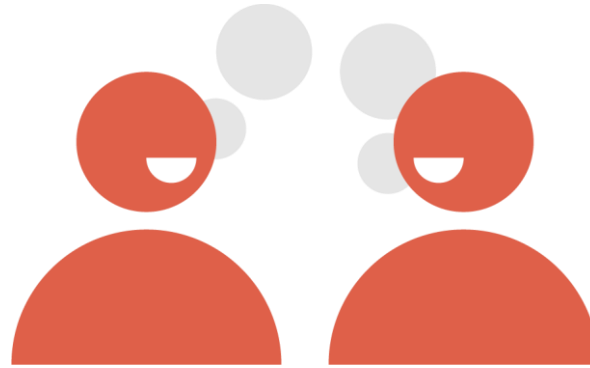
5 Active design, facilities and travel all play an essential role in enabling everyone to become and stay active. The places we live, work and play should provide people with opportunities to be more active. Taking an active environments approach to facilities and travel limits carbon emissions and our impact on the environment generally.

6 We must remain flexible to respond to external challenges and opportunities. Covid-19 has demonstrated that we need to respond to external opportunities and challenges whenever these arise, so we'll formally review our strategy every year.



Inspire

- United behind a common vision, mission values and behaviours.
- Guide a collective strategy.
- Run and promote campaigns that inspire people to be active.
- Facilitate collective advocacy for county policies that promote physical activity.



Connect

- Help organisations and people to understand the system they are operating in and how we all need to work together to bring about change.
- Facilitate networks and opportunities to bring people together to support each other, collaborate and share good practice.
- Encourage alignment of activities and shared measures that help us all see the difference we are collectively making.



Enable

- Provide key data, statistics and facts, identify need and share good practice.
- Turn ideas into reality by increasing investment in our sector and county and providing guidance and resources to secure funding/income.
- Provide training, workshops and consultancy which stimulate debate and provide skills/ideas on how to get people active.

Our approach

• Approach 1: Movement building

- Active Gloucestershire will support we can move to grow, enabling members of the movement to work together. Supporting growth will allow we can move to have an impact on more people in our county, especially those from under-represented groups.
- **To achieve this, we will focus on the following areas:**
- Marketing and communication.
- Influencing policy and supporting organisations to implement it, including public affairs.
- Building relationships to include clubs, professionals, community organisations and community leaders.
- Supporting we can move champions to undertake a role in decision-making, including on our board.
- Promoting equality and welcoming people from under-represented groups.
- Supporting people and organisations to access funding advice to secure resources.
- Become systems leaders to build momentum and support for we can move.

Approach 2: Knowledge, learning and understanding

To increase the impact of we can move, we'll continue to develop a culture of shared knowledge, learning and understanding.

By learning collectively, we'll be better placed to adapt to changing priorities and to support more people to be active.

We aim to achieve this by focusing on the following areas:

- Systems mapping so that we can understand physical activity systems, including interdependencies, whilst measuring impact and prioritising new projects.
- Evaluation so that we can continue to improve and adjust to external influences, allowing our approach to evolve as we learn.
- Our Changemaker programme will support our networks to up-skill as well as share knowledge.
- Exploring national and international approaches that might work in our county and by working in partnership with our funders.

• Approach 3: Evidence-based approaches to community development and behaviour changes

- We aim to develop our learning by using evidence-based approaches to asset-based community development and behaviour change.
- **To achieve this, we'll focus on the following areas:**
- The use of behaviour change theory and practice to increase impact of new and existing projects.
- Sharing our learning with local and national partners.
- Using Asset Based Community Development (ABCD) and place-based approaches in projects.

Approach 4: Creating a sustainable organisation

We aim to ensure that we have the resources available to undertake our work. This includes maintaining a diverse mix of income from grants, trusts, sponsorship and earned income.

We have three priorities:

Priority 1

Priority partners (Sport England, CCG & GCC etc.)

Working closely with our main funding partners who understand and support our work so that we can continue to secure the resources needed.

Priority 2

Income diversity

Balancing income to allow us to deliver our priorities whilst sharing our learning and having a greater impact on the physical activity system. A diverse income will ensure that we can undertake our work if we are unable to continue to secure investment from a single funder.

Priority 3

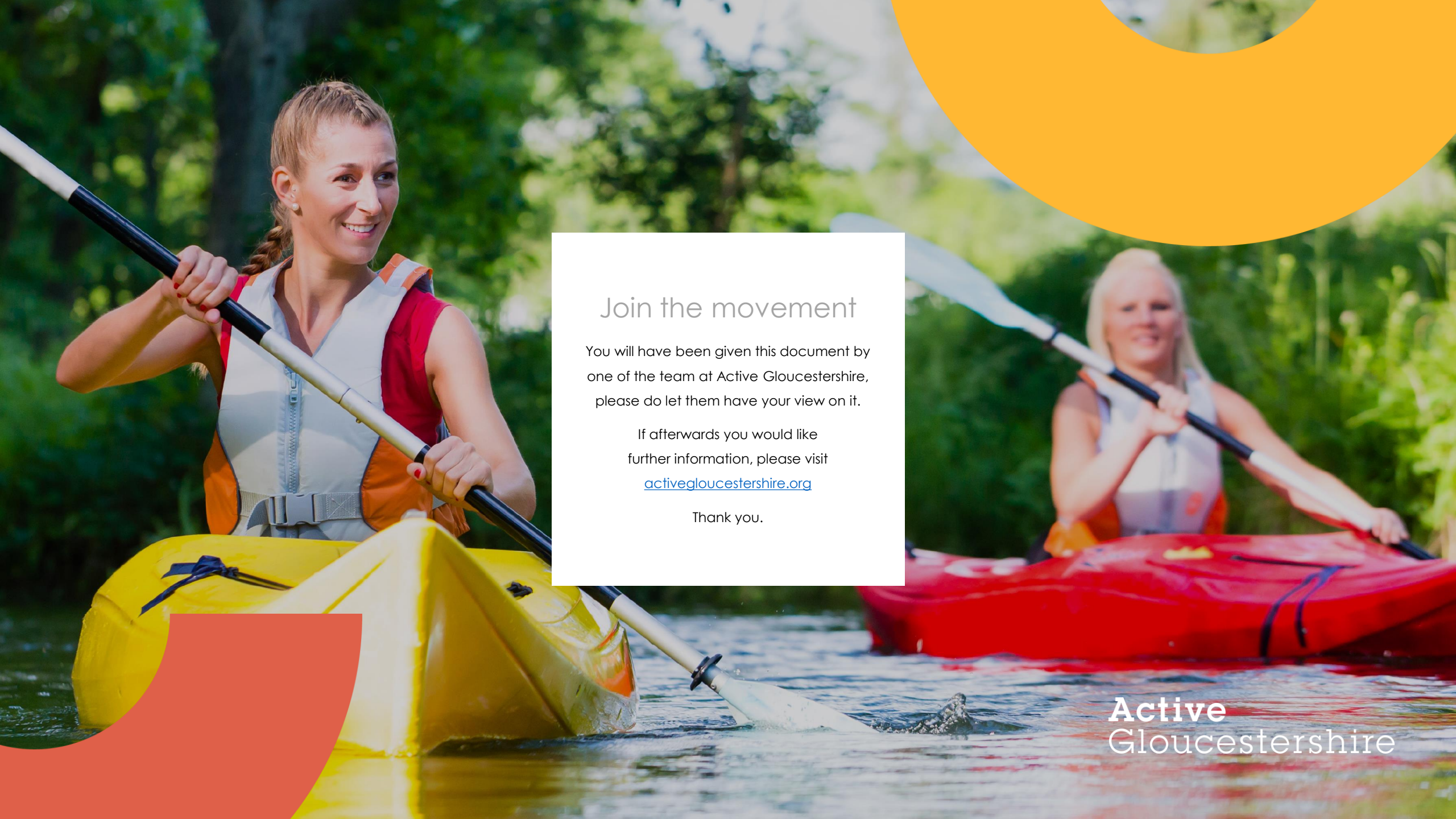
Increasing earned income

Increasing our earned income so we can invest in priority areas for which we haven't been able to secure a funder. Our work in social investment also provides a positive social impact whilst at the same time providing unrestricted earnings.

Impact

- Sharing the positive impact of we can move doesn't just motivate us as an organisation. It also allows us to make the case for more funding, enabling us to understand the benefits that physical activity can bring to people's lives.
- *We will do this by:*
- Understanding and monitoring how many people are getting active and why.
- Sharing stories of how being active has changed lives.
- Understanding the impact of our work across partners, organisations and people.
- Evaluating projects to understand, learn about, and help measure the impact and value of our work.





Join the movement

You will have been given this document by one of the team at Active Gloucestershire, please do let them have your view on it.

If afterwards you would like further information, please visit

activegloucestershire.org

Thank you.

Active
Gloucestershire

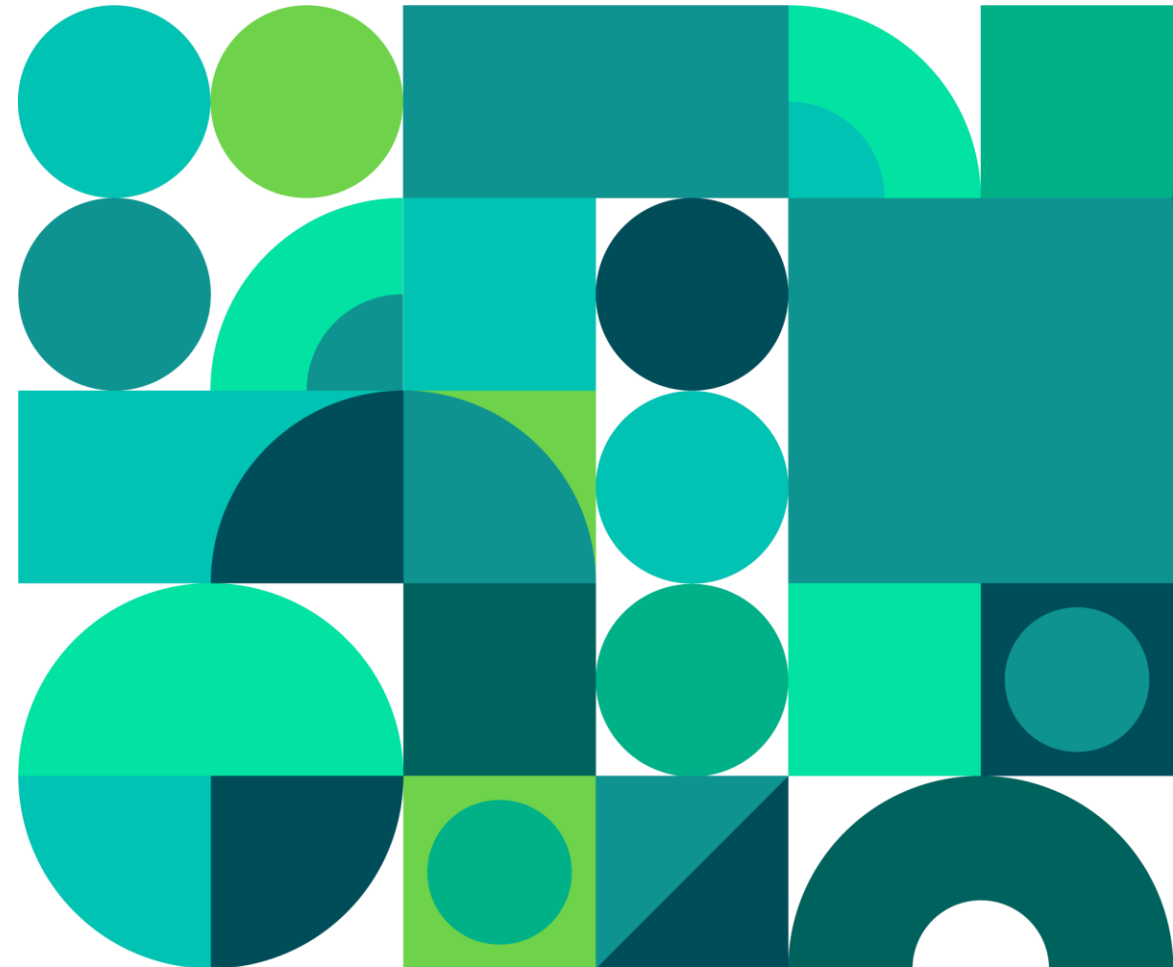
Chances Social Impact Bond

Journey so far

Sangita Patel,
Head of Programmes

November 2022

substance.



#ChancesSIB

Agenda

- Background
- Chances - how does it work?
- Substance's role
- Performance & learning so far

Background...

- **evidence-based** sport and activity programme; 20 years of insight and learning, evaluations of hundreds of community-based sport projects
- embraces **influences from the sport, youth work and criminal justice sectors** so there is a focused on the use of sport and physical activity, to improve personal, social and community development outcomes
- purposeful intention to **change**, rather than simply 'manage', young people's behaviour and lives, a model that deliver tangible value rather than just opportunities to get involved.
- the use of **insight, behaviour change principles and partnership working** driving the model.

Chances – how does it work?

Social Investor

Big Issue Invest investing £1.25m up-front working capital

Providers

16 sport and youth orgs

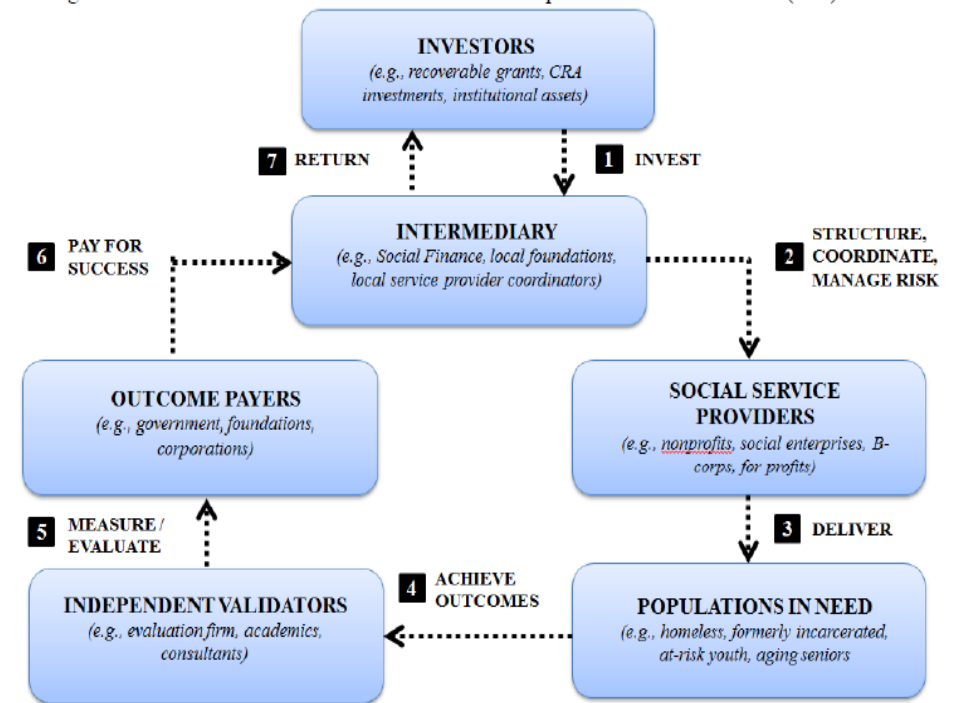
Achieve outcomes with 6000 young people:

- Increase in physical literacy
- Reduce youth offending
- Improve school attendance and/ or reduce NEET status

Outcome payers/ Commissioners

Committing £4.1m as net value of outcomes:

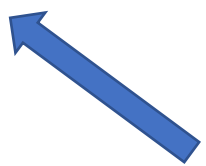
- 21 local governments
- Sport England
- Life Chances Fund (Dept for Culture, Media & Sport)



Journey of an outcome... Reducing youth offending



The Green Book
Central Government Guidance
on Appraisal and Evaluation



Substance's role

Why set up the world's first sports-based Social Impact Bond?

Achieve *real* social impact – tackle deep rooted social issues.

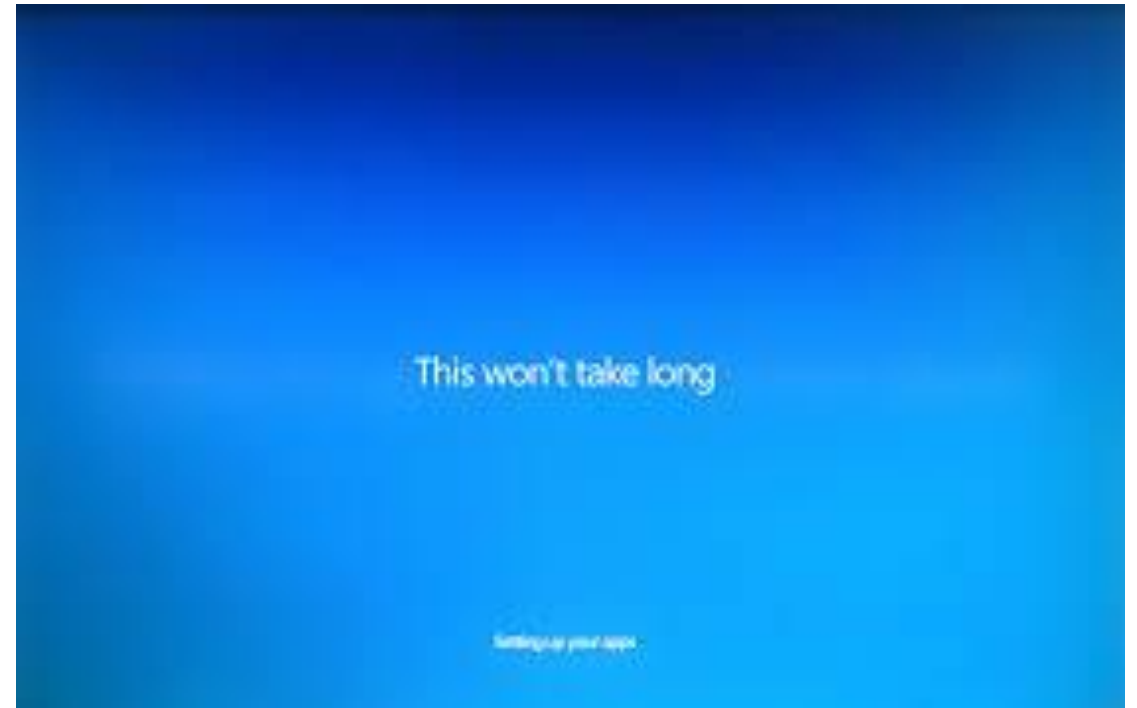
Support local authorities needs and priorities.

Drive up efficiency and improve performance in sport for development organisations.

Explore alternative forms of finance for sport. Test the market.

Improve data, measurement and evidencing practices.

Increase our learning and understanding of how to successfully deliver social outcomes contracts. Grow the market.



Substance' role - Contract & Performance Management

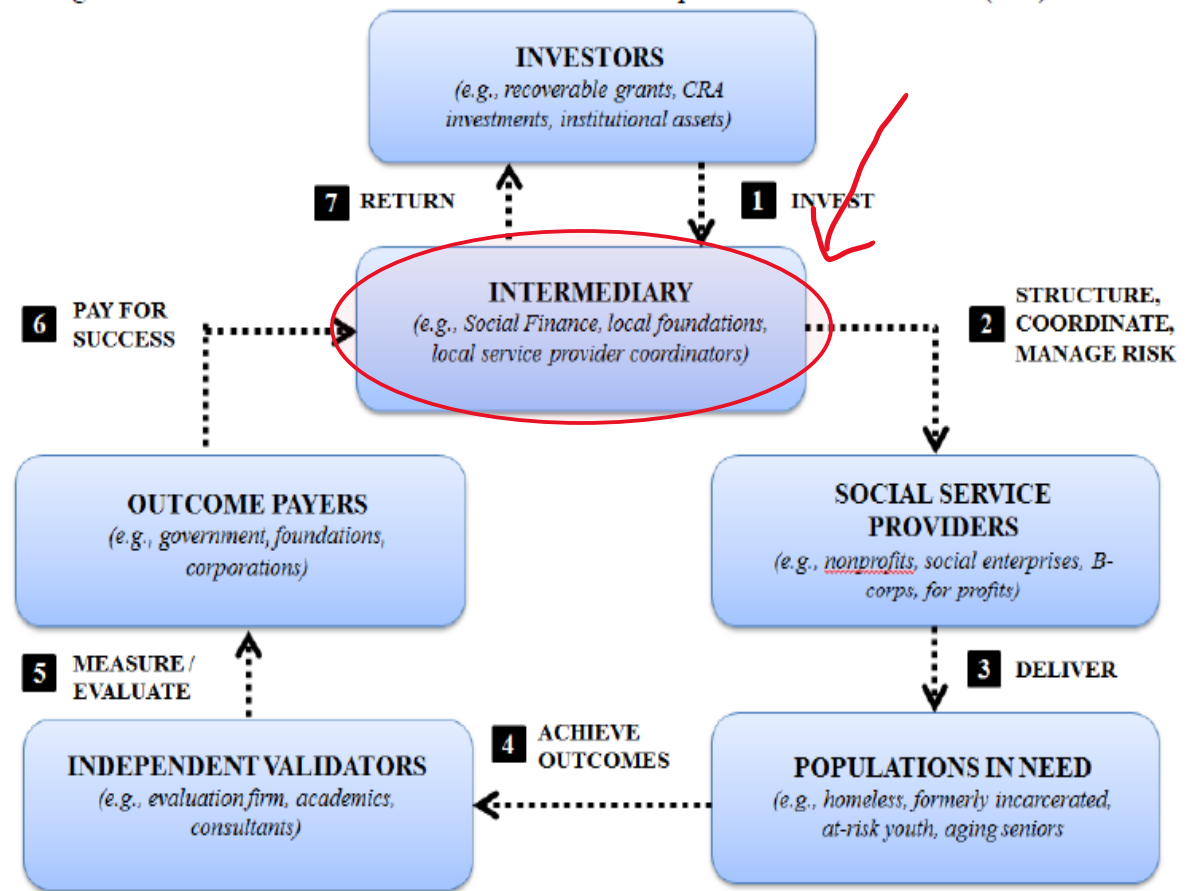
Achieve social impact whilst driving up efficiency.

Financial modelling to secure social return

Support and managing high performance with our providers and commissioners

Managing and tracking data, evidence and verifying outcomes

Governance, accountability & reporting



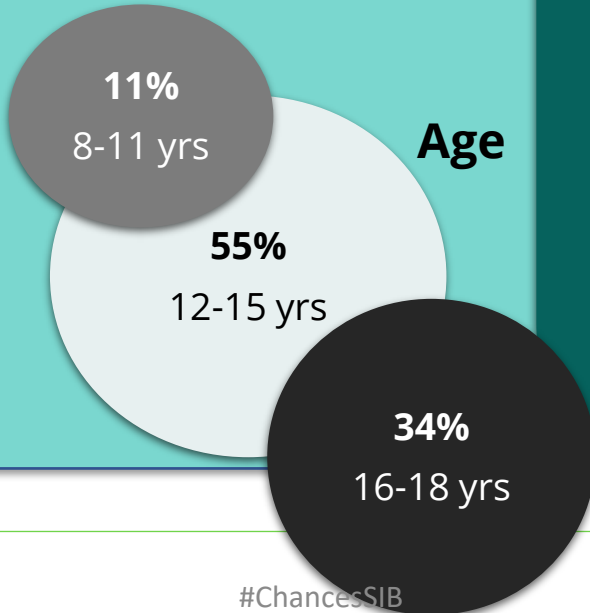
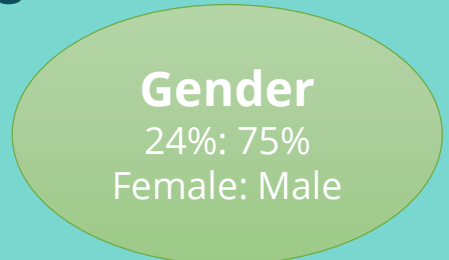
Performance & Learning so far

Year One Participant data

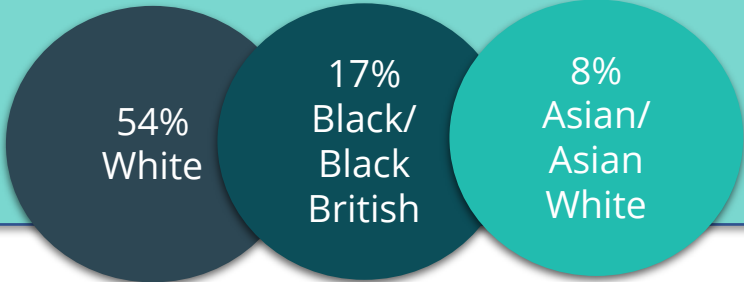


2145 young people engaged

- 644 statutory referrals
- 1501 self-referrals



Ethnicity



Statutory Referred Participants

68%
Excluded or poor school attendance

67%
NEET/ Risk of NEET

23%
Offended twice or less

9%
Offended three times or more

50%
Involved with problematic peers

9%
Associated with gang members

Year One Achievements & Performance

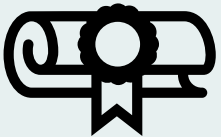
Outcomes



3155 health/ physical literacy outcomes



187 reductions in offending



456 qualifications gained
44 work placements completed



92 improvements in school attendance

Income generation

Sport England: £594,810

Local authority: £507,393

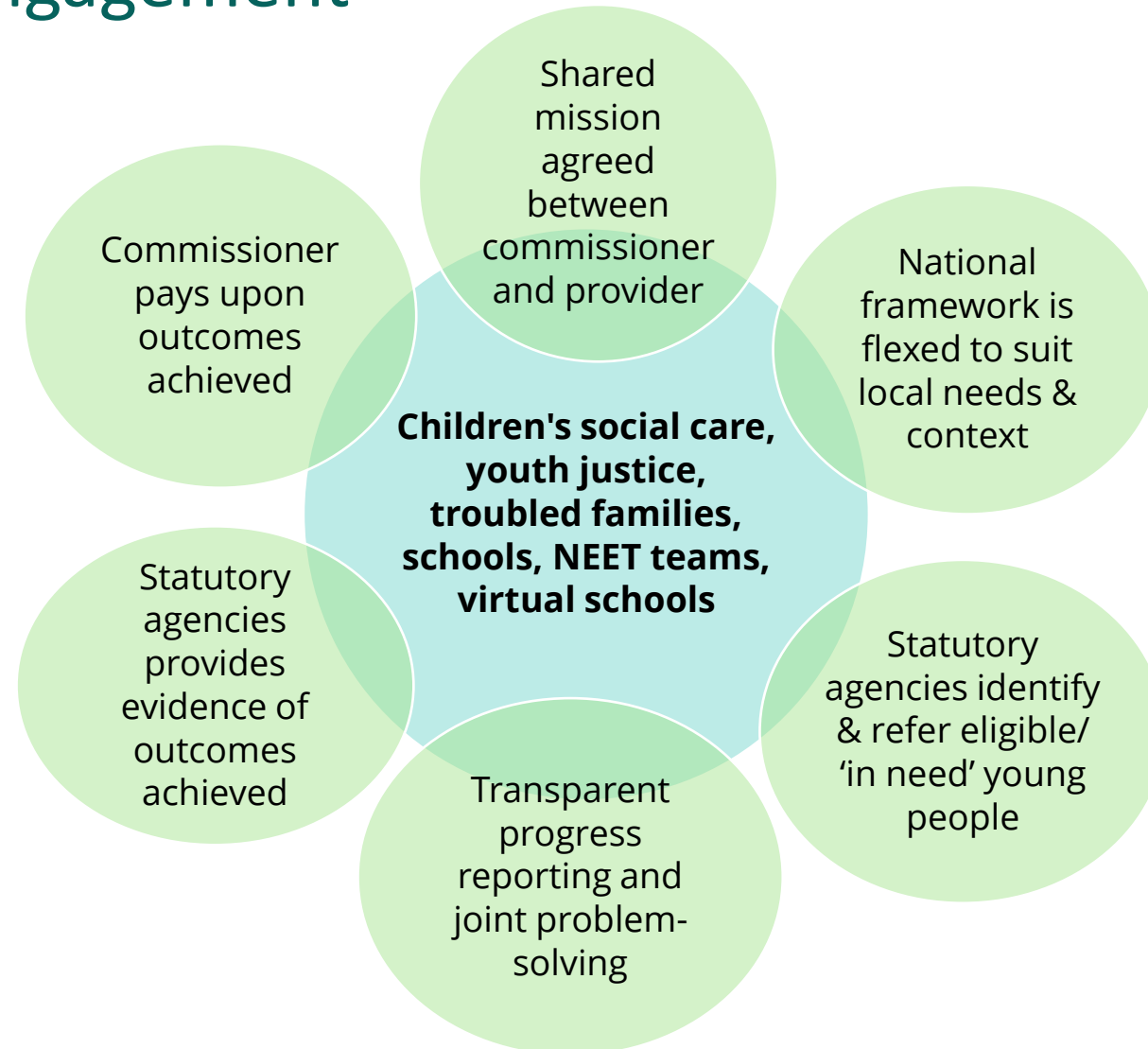
Life Chances Fund £348,668



Sport for Development Providers

- Ultimately, we help Providers to piece together the optimal conditions for maximum performance:
 - Fidelity to the Specification and Rate Card (granular outputs aligned to macro-level cashflow model)
 - Consult on the effectiveness of different S4D approaches to achieve outcomes efficiently and sharing best practice. No magic bullet.
 - Targeting young people who stand to benefit the most - balance early intervention and working with complex social issues... avoid perverse incentives.
 - Sports coaches and youth workers turned finance planners!
 - Enabling the network to share and learn

Local authority engagement



Evaluation

Chances Interim Report Year 1 & 2

Chances Year 2 Interim Evaluation Report Executive Summary October 2022

Reporting period:
November 2020 to May
2022

substance.



Chances Evaluation Methodology

Peer Research Ambassadors

The Peer Researcher methodology was introduced at a case-study level in 2021. The idea and resources were rolled out to all providers as a supplementary data collection method in April 2022 at the learning events. A suite of training materials were produced and shared to facilitate the collection of the Youth Voice at a project level.

It is understood that the peer-researcher method is not always ethically and practically appropriate. For some of our Chances providers and young people this method is not suitable. The risky nature of personal lives means that discussing certain personal topics with peers may cause harm and/or breach confidentiality. The Evaluation Team will work with the providers to advise on the types of young people to engage in this way. The open-access, self-referred young people may provide a good test-bed for this method.

Key principles

- Rich quality data and Youth Voice through descriptive narrative
- Consider the audience and sensitive issues
- If too sensitive or put the young person at risk to talk to a peer – potentially use the coach researcher model
- Adopt peer researchers as the data analyst too to ensure we have interpreted what they send us accurately as intended.
- Attempt equal adult-youth partnership and power dynamic
- Young people as collaborators and partners

How do we document the interview?

Most interviews are pre-arranged and as such you will record either digitally using a recording device or a mobile phone or by asking a helper/facilitator to take notes for you. Some interviews may also be video-recorded or take place over a digital platform such as Zoom. You will need to make sure we have consent first. Your youth lead will arrange this.



This interview will be recorded on your youth leaders mobile phone or voice recorder. They will also take notes for you in case the recording fails.



What Works & how to we know – summary



Thank you

www.substance.net
email@substance.net
[@substanceviews](#)