

Inspiring Women Through Physical Activity

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säheli hub

Saheli Hub is a friend dedicated to improving community health and wellbeing by providing innovative services and solutions that educate, motivate, inspire and empower

Brief history of Saheli Hub

1998 What do women want in Balsall Heath ?

2000 Commissioned feasibility study

2002 Women only health & fitness facility run by and for women

2005 Sport England £0.5M Active England grant

2006 Adventure Hub launch & HOBPCT funding of 12 weeks GP Referral

2010 BENPCT – B8 delivery

Pioneering, innovating & delivering

GP referral in 2006 to Social Prescribing (Holistic Interventions) 2020 to present

Three wellbeing sites:

- Calthorpe
- Handsworth
- Saltley

Three GP surgeries

- Omnia
- Yardley Green
- Gate

Four Parks

- Calthorpe
- Handsworth
- Ward End
- Cannon Hill

Working with those who are isolated, lonely and least likely to participate in physical activity and sport in the most deprived areas of Birmingham

Funded by Active Communities Local Delivery- Holistic Interventions Programme
Sept: 2018 to September 2021

50% of those who attended a social group went on to do a physical activity

2,517 Unique participants

95% Women

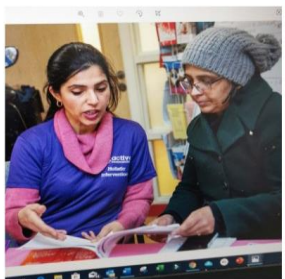
21,425 Attendances

94% Were from BAME communities

91% Were from IMD quintiles 1 & 2

15,734 Attended Physical activity 5,691 Attended Social activities





Celebrating 21 years in 2020

50% of those who attended a social activity went onto a physical activity

Indoor

Social clubs:

Talking Art, Crochet, knot & natter

Chair based, aerobics, Zumba

Outdoor

Walk, jog & run

5/10K half/full marathon

Learn to ride a bike to 25 mile led ride in three parks

Adventure activity

Bell boating – kayaking

Nowka- Bias - Boat race

(Triple win in the Women's Race 2021)

Opportunity for all

Get the offer for those least likely to participate right
– the rest will follow

Women ONLY where needed(age appropriate/ability/socio economic)

Cost

Opportunity

Confidence

Urban environment

Is your team reflective of the community you serve?

Seeing is believing

Culture: e.g. of cycling - Men in lycra

Right place, right staff, right time, the right way – The Saheli Way

Walk, jog & Run to 5k, 10k half/full marathon



Velo 2019 – 3rd time lucky - Ramadan Special



Wolf Run – How it started.. Vs ...How it finished



Doing partnership differently - C&RT



Saheli hub working in partnership with the Canal & River Trust proving #LifesBetterByWater

TOTAL PEOPLE WORKED WITH **214**



200 ADULTS
14 CHILDREN
34 MALE
151 FEMALE

MILD OR MODERATE MENTAL HEALTH CONDITION **34**

FROM ETHNICALLY DIVERSE BACKGROUNDS **199**

THOSE FROM IMD QUINTILES 1 & 2 **90%**



Target was 150 in the first year

Embedding physical activity – part of the everyday lifestyle

Understand your community and give them what they want – what they really, really want -

Go to where they are at – They won't come to you

Build relationships with the community you want through your door

STOP Imposing your models: Short term-ism (summer, winter, 6 weeks)

Mentor, grow or train up a reflective workforce

Start at their level

Create a win – win situation for all

Film
&
Questions