

# WE ARE UNDEFEATABLE MANSFIELD - EVALUATION SUMMARY & SHARED LEARNING REPORT

**WE ARE  
UNDEFEATABLE**

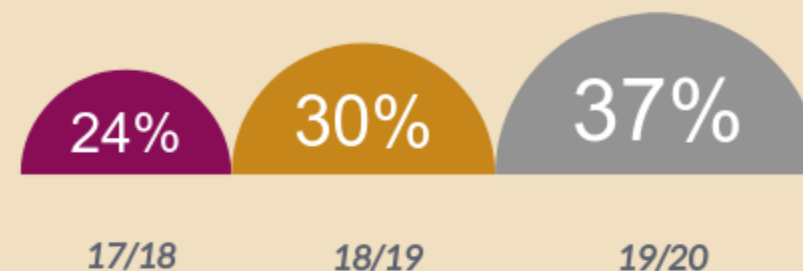




## CONTEXT

- Mansfield was successful in being awarded activation area status for the We Are Undefeatable programme in November 2019 - extended through to September 2021.
- **Total grant for Mansfield to £103,000 (Nov 19 - Sept 21).**
- This pilot has been led by Mansfield Community and Voluntary Services (Mansfield CVS) working through an Oversight Group, made up of key local partners – NHS, Local Authority and voluntary and community sector organisations.
- The pilot has benefited from a dedicated project lead member of staff plus the existing expertise contained within the small CVS staff team.
- Whilst the COVID-19 lockdowns in 2020 and into 2021 have impacted on planned activity, Mansfield CVS has managed to integrate the physical activity message in all its communications.
- Strong partnership support has been critical to the success of this pilot - all of the key partners have remained actively involved throughout and their insights and willingness to think creatively during such a challenging time have been key to the success.

### Levels of Inactivity in Mansfield



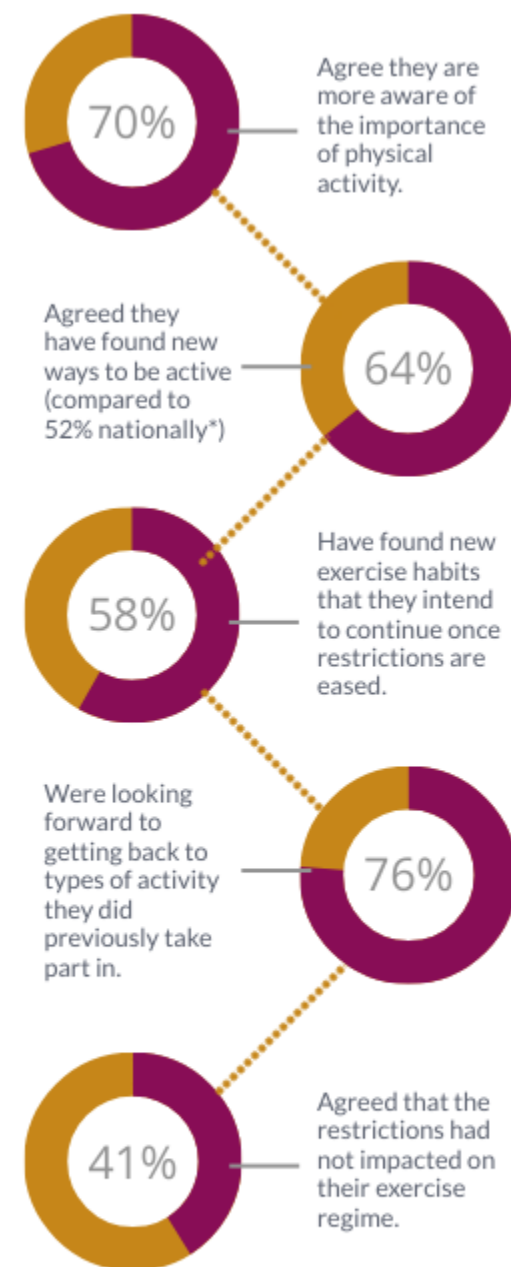
From the outset, it was agreed that the pilot would be facilitated through a collaboration of key stakeholders who make up the Oversight Group.

#### MANSFIELD PROJECT OVERSIGHT GROUP

- Active Notts
- Age UK Nottingham and Nottinghamshire
- British Lung Foundation
- Department for Work and Pensions
- Mansfield Council for Voluntary Service
- Mansfield District Council
- Mid Notts Integrated Care Partnership
- Nottinghamshire Mind
- NHS Nottingham and Nottinghamshire CCG
- Nottingham and Nottinghamshire Integrated Care System
- Nottinghamshire County Council
- Primary Integrated Community Services
- Sherwood Forest Hospital NHS Foundation Trust

## COVID-19 & MANSFIELD

- Unlike a number of the We Are Undefeatable pilots, Mansfield CVS did not 'pause' during the COVID-19 lockdowns in 2020/21.
- Mansfield CVS continued to work throughout the pandemic, with the focus turning to how best to support vulnerable local people, including sharing ideas and ways to be physically active.
- The pandemic also impacted on partner organisations, with many community-based face to face services paused during the lockdowns and in a number of instances, staff furloughed or working from home and unable to provide face to face support.



Notts Residents' COVID Impact Survey  
Findings (2020)

# ENGAGING MANSFIELD

A range of opportunities to become physically active, focused on disabled people or long term health condition, has been maintained despite the challenges of the pandemic. Work has been done throughout the pilot to check back with both residents and key partners to understand the practical barriers to becoming more active. These have included:-



Lack of  
Community  
Transport



Reassurance  
about Physical  
Activity



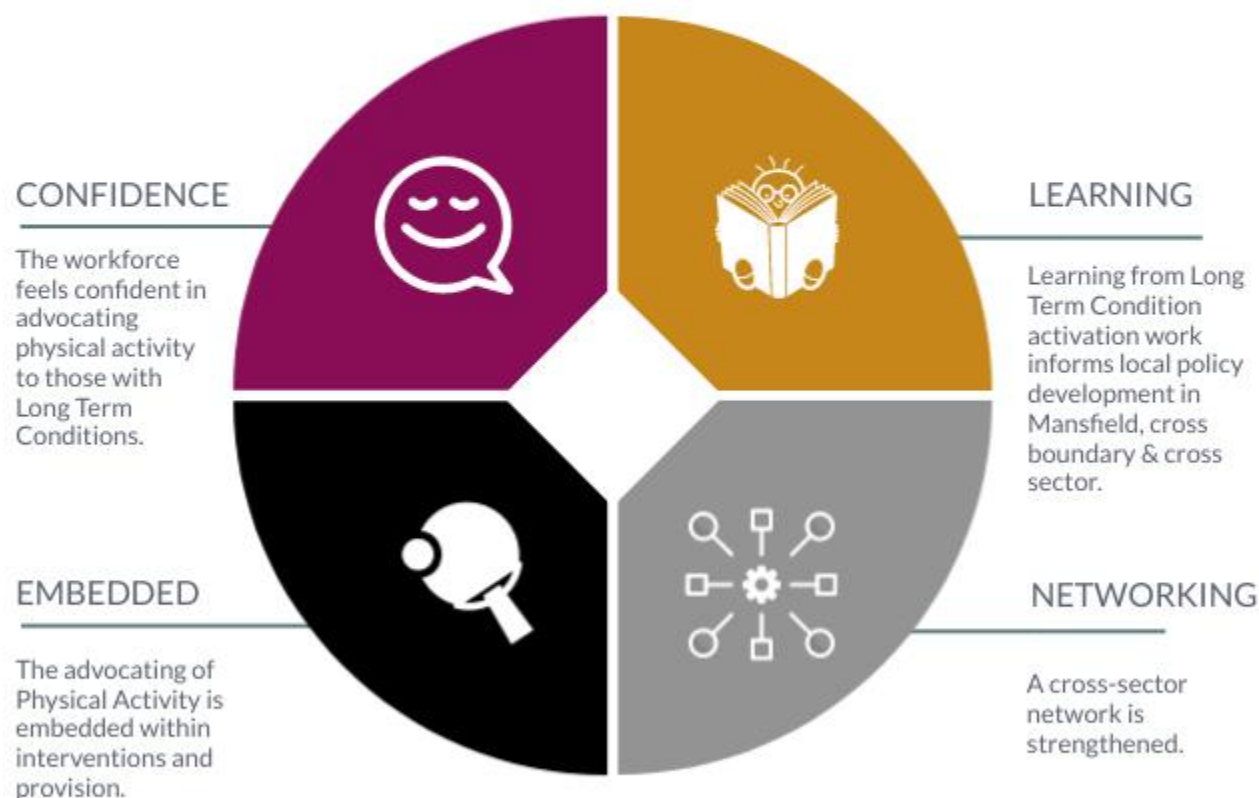
Cost

Recognising the above barriers, a broad range of activities have been supported through **We Are Undefeatable** – both existing activities and in some cases new. These are summarised in the diagram below grouped by '**Key Themes**', with full details found in the following sections.



## WORKFORCE DEVELOPMENT

As part of its original We Are Undefeatable submission, Mansfield CVS and local partners identified the following **Logic Model Outcomes** around workforce development:-



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### Free Training

**Physical Activity, Falls & Fun - a phone call, doorstep & home care approach**

Sessions available  
**12th, 17th & 19th February  
10am - 12 via Zoom**

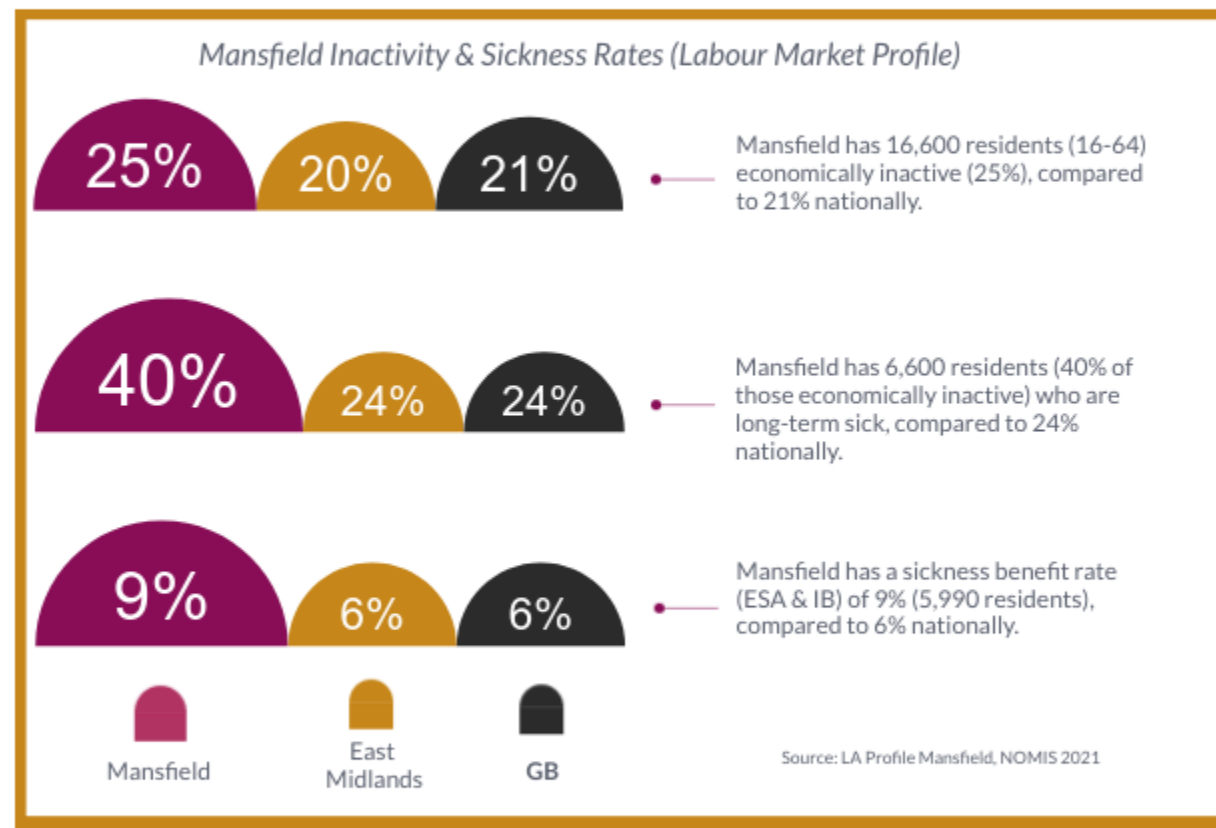
- Are you working in social care?
- A social prescriber?
- Want to know more about physical activity, its health benefits and what this means to the people you are trying to help?

Book your place - email [jwakefield@mansfieldcvs.org](mailto:jwakefield@mansfieldcvs.org)



## UNDERSTANDING AND INFLUENCING THE SYSTEM

- Mansfield continues to have significant challenges and these have been compounded through the pandemic.
- Historic low levels of physical activity and poor nutrition have led to high levels of obesity.
- Addressing these issues is the focus of the Mansfield Health Partnership.
- We Are Undefeatable has provided a catalyst for working together to address these long standing challenges.



## LEARNING POINTS & WAYS OF WORKING

- At the onset of the We Are Undefeatable activation area in autumn 2019, Mansfield was unique in that it was the only pilot at the time to be led by the voluntary and community sector.
- This pilot has been very much 'Made in Mansfield' as can be seen from the challenges faced by local residents and the range of activities supported to engage them.
- At a '**Place**' level, Mansfield Health Partnership brings partners together and it is critical that this group consider the learning points from the We Are Undefeatable pilot to help focus on preventative interventions.
- Partners do recognise the complexity of the funding landscape for supporting health and wellbeing.
- The VCS-anchored nature of this pilot has meant that insight into the issues faced by individuals with long term health conditions or disability has 'told it how it is'.
- The cause and effect of health on economic inactivity and the consequent lack of motivation and low self-esteem is recognised by Mansfield CVS project staff and those working in trusted organisations.
- Steps achieved can be seen as modest, however this person centred approach has brought real understanding on why it is hard to become motivated and sustain that motivation to become more active.

The key challenges to be learned from We Are Undefeatable include:-



- Engagement with specialist clinicians may have brought a different focus.



- An earlier focus on data tracking, collection and evaluating success and individual outcomes.



- Partners have praised the flexibility and responsiveness of the VCS but at the same time, this can result in a 'blurring', perceived or real, of agendas, outcomes and outputs.

## KEY LEARNING POINTS - MANSFIELD



### 01 Partnership Working

The pilot has acted as a catalyst to build stronger and wider partnership opportunities, particularly amongst the VCS and health partners. Partners are now more engaged with the VCS and are aware of local opportunities which can support the health and wellbeing of disabled people and people with long term health conditions. In addition, the VCS is more aware of the role of NHS organisations and their ways of working.



### 02 Networking

All partners have valued the opportunity to share both strategic and operational information through the Oversight Group and related communications channels. The proactive, centrally coordinated approach led by Mansfield CVS has been a key enabler for this, whilst also growing its own networks.



### 03 Building Knowledge

The elements focused on workforce development and capturing and sharing insight have provided significant value to both individuals and partners involved, from an integrated service perspective. This has enabled individuals, including healthcare professionals, to develop their knowledge and skills to confidently advocate the benefits of physical activity.



### 04 VCS Approach

This pilot has enabled the VCS to demonstrate its flexibility and reach into local communities. This has resulted in an improved understanding of the benefits of physical activity. Furthermore the VCS has demonstrated how it can advocate physical activity in order to address the barriers for local residents and expand the range of opportunities for people to engage with.



### 05 Information Sharing

The pilot has demonstrated the paramount importance of taking a well organised and coordinated approach towards 'live information' sharing. This includes the dissemination of campaign communications to communities to encourage the take up of physical activity. It has also enabled the collection and interpretation of information on barriers, benefits and opportunities of physical activity.



### 06 Being Flexible

The partnership supporting the development and delivery of We Are Undefeatable has demonstrated the importance of adapting to change, ongoing self-review and taking a proactive approach towards health and wellbeing delivery in response to emerging issues. This has included responsive commissioning utilising local insight.



### 07 Influencing Systems

There is growing evidence from the pilot that demonstrates the importance of engagement and influence across service areas and partnerships utilising the 'trusted voice' of community groups working cohesively across the VCS to influence the 'place agenda' (DWP, ICP, District Council, Active Notts, etc).

# WE ARE UNDEFEATABLE



# WE ARE UNDEFEATABLE MANSFIELD: FUTURE DEVELOPMENT

Developing the Mansfield CVS website to link to local activities and partner sites - a map of local services. This will better enable the CVS and partners to meet the needs of the community as we learn to live with COVID.

Ongoing access to We Are Undeatable national materials.

Working together to understand what 'follow on' physical activity options are available for people. Part of this has to be the need to discuss and have available a 'discounted' route to support people with their lifestyle change.

Engaging with Green Social Prescribing work underway in Nottinghamshire.



Scoping out 'pillar projects' for funding opportunities as they arise. This includes Community Renewal Funding and arts and health, focusing on long COVID, mental health in young people and those that are disengaged.

Developing a long term 'We Are Undeatable' accreditation for facilities/activities/groups for those with long term health conditions or disability.

Widening the 'pump priming' funding model to initiate activities in the community but then assist those activities to become self-sustaining. This could include creative approaches to utilising Direct Payment benefits to contribute.

Looking for creative ways to introduce more preventative activities e.g. walking to school.

Working together to provide community transport is key to getting people out of the house and to activities.

## EVALUATION CONCLUSION

The overwhelming collective view is that being a We Are Undefeatable activation area has had a very positive impact in Mansfield and District. It has provided a real catalyst for working together in the most challenging of times.

Partners now have a much clearer understanding of the strength and capacity of the voluntary and community sector and recognise that this pilot has provided an effective way of consortium working and sharing of current insight. This has been achieved through the use of 'pilot/project funds' and the challenge remains for local statutory partners to fully recognise this value and fund VCS infrastructure and 'preventative activities' as part of COVID-19 recovery work in the area.



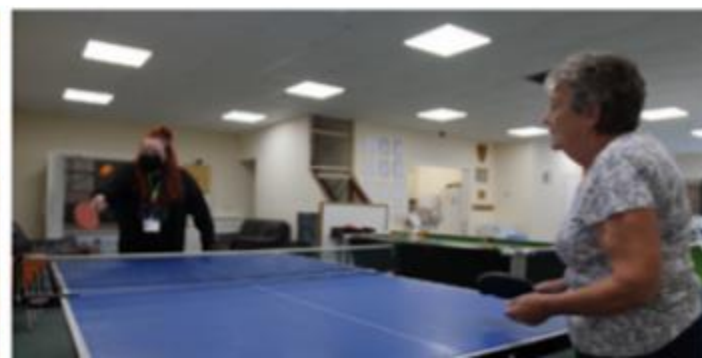
*A number of partners now have a much clearer understanding of the strength and capacity of the voluntary and community sector and recognise that this pilot has provided an effective way of consortium working and sharing of current insight.*





# **WE ARE UNDEFEATABLE**

## **MANSFIELD - SHARED LEARNING**





A shared learning event took place at a sports complex in Mansfield featuring presentations from Sport England, Nottingham and the Nottinghamshire Clinical Commissioning Group/Integrated Care Partnership and the We Are Undefeatable Mansfield project team.

The event took place at the end of September 2021 and was the first opportunity for partners to meet face to face since the launch of the pilot in February 2020. A wide range of partner organisations and volunteers attended and benefitted from networking opportunities. The event was chaired by the Locality Director, Mid-Notts, Nottingham & Nottinghamshire CCG.

The pilot's 'journey' was presented along with case studies and key learning points, taken from the independent evaluation report. These included a clear recognition of the longstanding issues faced by Mansfield residents - **'the Layer Cake'** - and the consequent challenges to provide trusted opportunities to begin to address these.

The event concluded with a practical exercise for partners to consider how they would use the learning from the pilot and suggestions to commissioners on how to design and deliver responsive services.



A key focus for the shared learning session was reflecting on the question below.

**Question:**

- **Are we going to continue to do what we have always done?**

Or

- Build on these strengths
- Define Partners
- Establish, nurture and develop collaborative spaces
- Build strong triangles of relationships
- Develop skills, capabilities and behaviours
- Establish a genuine culture of learning
- Cut through bureaucracy with quick wins
- It needs executive commitment
- Embed a systems based approach

There was a key focus on how best to inform the ongoing work of the Mansfield Health Partnership and addressing long term health inequalities. Partners recognised that the learning outcomes from the pilot can be linked closely with those of the emerging **Integrated Care System (ICS)**, covering the Mid-Notts area.

**Key ambitions of Integrated Care Systems is to:**

- improve outcomes in population health and healthcare
- tackle inequalities in outcomes, experience and access
- enhance productivity and value for money
- help the NHS support broader social and economic development.

**Shared purpose and common objectives:**

- To improve outcomes and tackle health inequalities in outcomes, experience and access
- To enhance productivity and make best use of resources
- To strengthen local communities and communities of interest





Partners were asked to reflect on learning from the event to use in their own work or to share with colleagues.

Key elements included partnership working, networking, sharing current information and intelligence.

Importance of:

- 'trusted voice'
- networking and information sharing
- partnership working

Continue to challenge the system, feedback people's voices and cases for those who can't speak up.

It's not a new concept that if we work together we can achieve more but now it's actually happening!

Information on the wealth of services in the area that I didn't know anything about.

There are more organisations than we know of that we need to network with.

Working with CVS organisations needs promoting with health and social care services.

Raise wider awareness re importance of PA

Information on:

- Red Cross mobility aids offer.
- Free blood pressure monitors.
- Community transport.

- The increase of opportunities for the VCS through the pandemic.

- Will take the passion and drive from WAU into the Green Space project in the county.

Partners' suggestions for consideration by wider organisations/partnerships in terms of the design, commissioning and delivery of services in Mid-Notts.

*Continue partnership working and build on established relationships.  
Regular meetings to share information.*

*VCS commissioned/funded to provide networks and information.  
Utilise local assets more.*

*Need long term commissioning to continue work on supporting 'whole self' not just symptoms.*

*Understand how new ICP procurement may positively impact local community partners.*

*Listen to real people/empower communities.*

*Listen to the public - less red tape, less restrictions to funding applications.*

*Review transport needs to access PA opportunities - how do we fund? Is the transport accessible?*

*Maintain the impetus of looking at wider determinants of health - move away from medical models.*

*Provide a 'platform' for PA services which health and social care staff can access.*

*Raise the profile of the preventative agenda in clinical education and training.*



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