EPISODE 4:

Building meaningful relationships
This series is all about people. People make change happen. People turn policy into practice and strategy into a movement. This episode explores the dynamics to sustaining meaningful relationships in systemic initiatives, where physical activity use is integrated into organisations that can reach and influence an inactive audience to move more.

"We can’t do it on our own, we need to work collaboratively with partners, go beyond our sector so that others can be advocating for the power of physical activity."

Claire Beney
Why is it important?

Initiating and growing relationships is crucial for fostering collaboration, achieving common goals, and driving sustainable change.

Building trust through quick wins and demonstrating the value of physical activity to their priorities establishes a solid foundation for collaboration. Furthermore, by fostering shared values and providing support and resources, we empower partners to integrate collaboration into their processes, ensuring long-term success. These relationships also enable the exchange of ideas, resources, and opportunities, amplifying the impact of collaboration and partnership initiatives.

By understanding the needs and priorities of individuals or organisations, we can tailor our approach to involve them effectively.

Ultimately, strong relationships facilitate collective action, driving meaningful outcomes and creating lasting positive change in communities and organisations alike.

“Traditional transactional relationships do not leave a lot of space to build trust.”

Mark Fishpool
The speakers

Mark Fishpool
Programme Director – You’ve Got This, South Tees

Marks comes from an environmental sustainability background within the voluntary sector. Now working as the programme director within South Tees’ You’ve Got This programme, Mark highlights how he came into this role to utilise the opportunity to rethink how to build collaborative partnerships and a natural interest in how systems change approach could combat physical inactivity.

Claire Beney
Director of Strategic Partnerships – Active Devon

Claire currently works for Active Devon across Plymouth and Torbay, working closely with internal colleagues and external partners to make changes to systems to support more people to get active locally. Claire is also leading a national project that aims to develop people and systemic leadership.

Richard Croker
Programme Lead – Active Calderdale

Currently the Active Calderdale programme manager, based within Calderdale Council Public Health, Richard has led the place partner investment since 2017 which was the start of the Local Delivery Pilot (LDP).

“Starting by seeking to understand by asking good questions.”

Richard Croker
Skills, mindsets and behaviours that are important

- Celebrating joint success
- Empathy
  - Transparency
  - Honesty
  - Collecting insights
  - Building trust
- Finding shared values
- Networking
  - Investment in people
  - Develop leaders at all levels
- Understanding others
  - Checking in
- Aligning values
- Uniting the Movement
- Capacity
  - Finding their motivations

Place Change Makers Podcast Episode 4
Helpful hints and tips

1. Find out someone’s priorities, then find a way to add value to them.
2. Each organisation usually has a champion within it: find that person.
3. Don’t forget to celebrate the collaborative wins.
4. Lean on each other’s strengths to tackle the complex issues.
5. If something didn’t work, learn and take the value from it.
6. Don’t focus on a transactional relationship, focus on forming a long-term partnership.
Models/tools/weblinks

• **Appreciative Inquiry (AI)**
  Appreciative Inquiry refocuses attention on what works, and considers what people really care about. It initiates and strengthens relationships in a system and builds trust. We’d use it with diverse groups who care about social change where they live and work. It’s used as a framework following the principles of Discover, Dream, Design and Deliver. It’s founded on a question or the reason for inquiry. In this case, ‘How can physical activity contribute to tackling inequality in Plymouth?’

• **Soar! Development Programme**
  Soar! is an opt-in programme of activities and support to complement what is already available from the Careers Service. Soar! aims to improve the equality of opportunity for students from under-represented or less advantaged groups who can face more challenges accessing the graduate job market and postgraduate study. We aim to provide you with the tools, contacts and resources to access graduate opportunities with confidence.

• **Common Purpose Model**
  The Common Purpose Model was coproduced by the You’ve Got This (YGT) core team and the academic process evaluation team to help explain what they were seeing in relationship to engaging stakeholders in a ‘Whole Systems Approach’ (WSA) to physical activity.

• **System-Led Workshop Resource**
  Active Calderdale have developed a workshop tool that supports organisations that traditionally have not used PA to see the value of it to their priorities and support them to embed PA promotion and use into what they do.

**10 Conditions for tackling inequalities in physical activity:**
Take a look at the learning and resources developed by Sport England’s National Evaluation & Learning Partner and people working in local place partnerships. Access the recordings from the ‘conditions for change’ learning series. Episodes of interest include:

• **Collaboration within and across organisations**

“Leave the ego at the door.”
Claire Beney