

Everyday Active as an effective social prescribing tool

18 October 2023

Who am I?



Andrea Murphy
Active Partnership Manager



**More People, More Active, More
Often**



Who am I?



Tom Marley

CEO @ Played



Played

Powering participation

The Journey to Everyday Active

Designing Together
Today and locally

Deep Dive
Communities and
individuals (10 per area)
Frontline Workers
System (5 per area)



Shallow Dive
Event and survey
(80-100 per area)



Analysis





Explore Activities

Your Stories

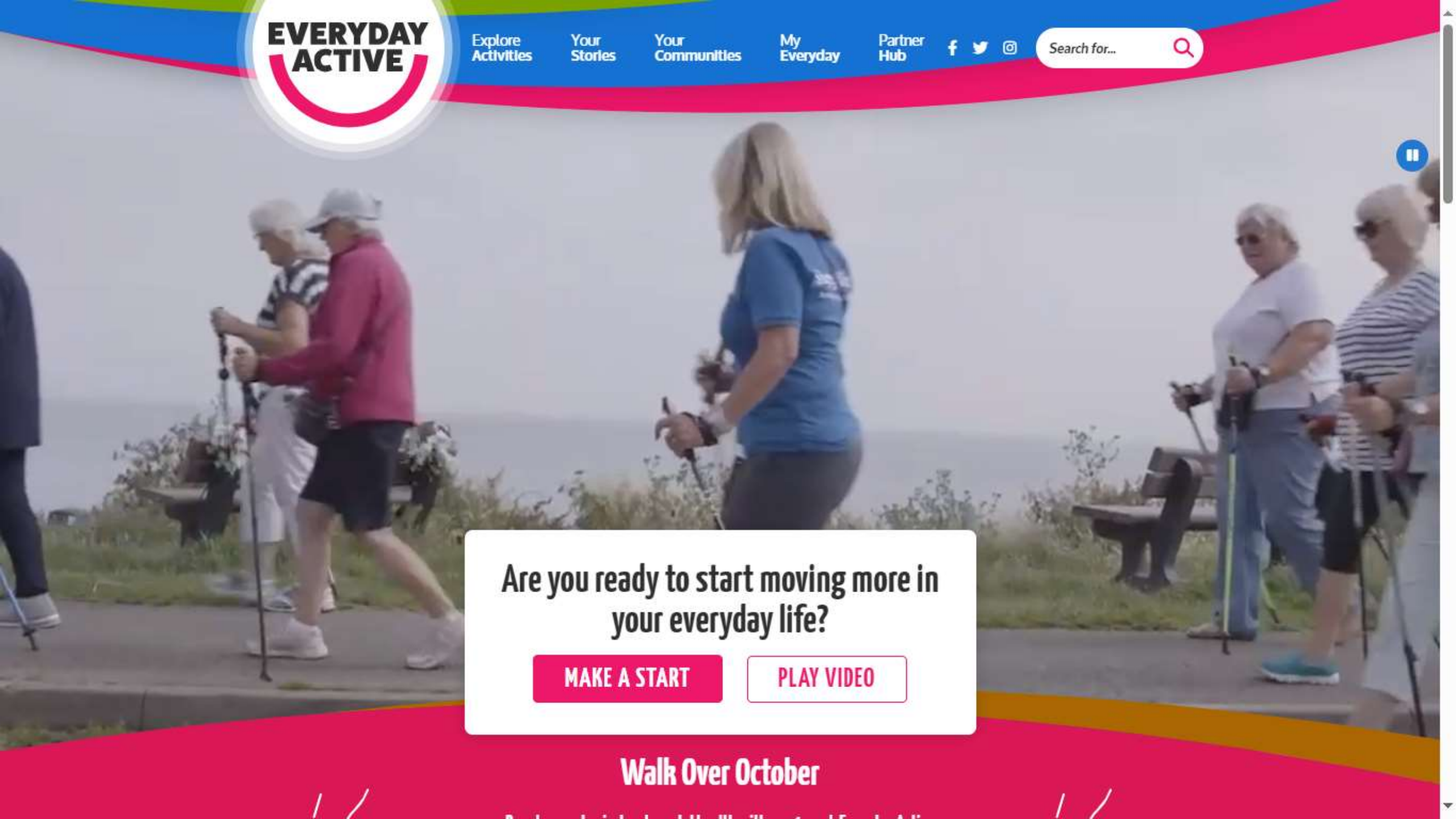
Your Communities

My Everyday

Partner Hub



Search for... 

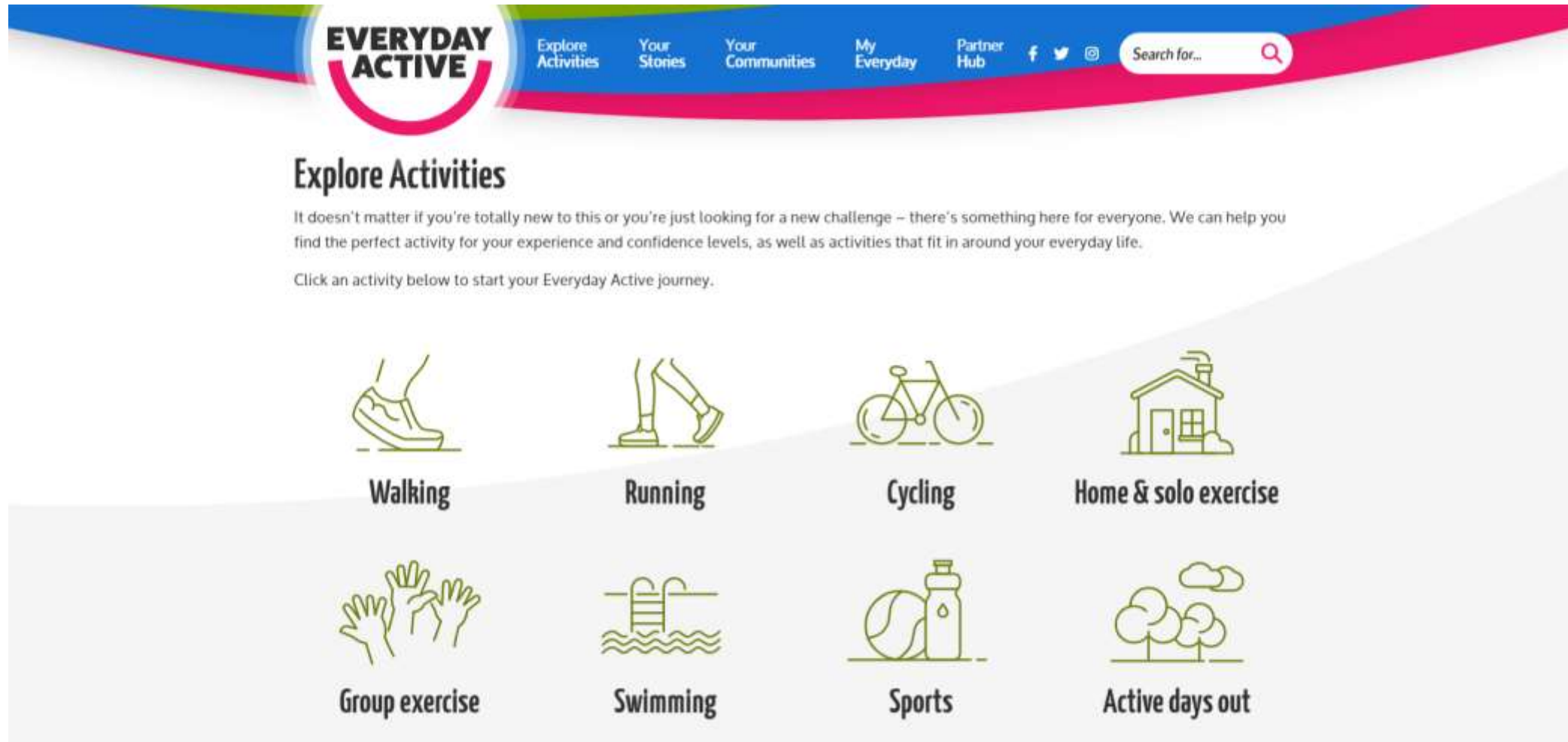


Are you ready to start moving more in your everyday life?

[MAKE A START](#) [PLAY VIDEO](#)

Walk Over October

Explore and signpost to activities



The image shows a screenshot of the 'EVERYDAY ACTIVE' website. The navigation bar at the top includes links for 'Explore Activities', 'Your Stories', 'Your Communities', 'My Everyday', and 'Partner Hub', along with social media icons for Facebook, Twitter, and Instagram, and a search bar. Below the navigation bar is the 'Explore Activities' section, which features a grid of eight activity icons with their corresponding labels: Walking, Running, Cycling, Home & solo exercise, Group exercise, Swimming, Sports, and Active days out.









EVERYDAY ACTIVE

Explore Activities | Your Stories | Your Communities | My Everyday | Partner Hub | f | t | @ | Search for... 🔍

Explore Activities

It doesn't matter if you're totally new to this or you're just looking for a new challenge – there's something here for everyone. We can help you find the perfect activity for your experience and confidence levels, as well as activities that fit in around your everyday life.

Click an activity below to start your Everyday Active journey.

			
Walking	Running	Cycling	Home & solo exercise
			
Group exercise	Swimming	Sports	Active days out



Activities Walking

Easy access walking trails

Easy access trails are ideal for people with pushchairs, wheelchair users or for those who prefer flatter surfaces with no stiles or gates. There are more than 20 great easy...

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Activities Exercise groups Swimming

Mental Health Swims

Join Mental Health Swims for a chat on the beach, a toe-dip, a paddle or a swim in the shallows. The Groups are firmly focused on dips, not distance and community, not competition.

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Activities Home / solo exercise Walking

Active 10 App and Walking Routes

Did you know that walking briskly for just 10 continuous minutes counts as exercise? Active 10 is part of the One You Kent programme, and encourages people to take brisk 10-minute walks every day

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Activities Sports Walking

Walking football

Very different to the regular game of football, walking football caters primarily for the over 50s, although some tournaments are now running for players exclusively in their 60's and 70's....

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Activities Home / solo exercise

Couch to Fitness App

We know a lot of people want to feel fitter and want to find activities they can do from the comfort of their home – Couch to Fitness is a...

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REMOVE THIS ITEM



Activities Home / solo exercise

10-minute workouts

NHS Live Well is a collection of webpages with fantastic suggestions for easy exercises you can do to build your confidence and improve your health and wellbeing. These 10-minute workouts...

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Activities Exercise groups Running

parkrun

parkrun organise free, weekly, 5km timed community events that are open to everyone. There are 24 parkruns and 13 junior parkruns across Kent & Medway.

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Activities Exercise groups

Move It Or Lose It!

Move it or Lose it exercise classes are for older people to help improve their strength, balance, flexibility and cardiovascular health. Founded in 2010, Move it or Lose it! has...

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Your Communities – local support



Sheppey

Take a look at Sheppey's local page to find ways to be active on the island and meet Julie, Sheppey's local Everyday Active Champion.



Julie

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Thanet

Visit our Thanet page to take a look at activities in your area, and find recommendations from Loz, our Thanet Champion.



Loz

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Tonbridge and Malling

Take a look at our local page for Tonbridge & Malling to find activities to do across the area, and meet Claire, the local Everyday Active Champion.



Claire

[READ MORE](#)

[SAVE THIS ITEM](#)



Gravesham

Take a look at Gravesham's local page to find ways to be active and meet Sam, Gravesham's Everyday Active Champion.



Sam

[READ MORE](#)

[SAVE THIS ITEM](#)



Tunbridge Wells

See what activities Mark, our Champion for Tunbridge Wells and The Weald, recommends in your local area.



Mark

[READ MORE](#)

[SAVE THIS ITEM](#)



Medway

Take a look at our local page for Medway to find activities to do across the area, and meet Mark, Medway's local Everyday Active Champion.



Mark

[READ MORE](#)

[SAVE THIS ITEM](#)



Dover

Take a look at Dover's local page to find ways to be active and meet Charlotte, Dover's Everyday Active Champion.



Charlotte

[READ MORE](#)

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Sevenoaks

Take a look at our local page for Sevenoaks to find activities to do across the area, and meet Jolanda, the local Everyday Active Champion.



Jolanda

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Help build confidence - 'People Like Me'



Stories Exercise groups

Valerie and Kevin's Story

Hear how community dance sessions at a local library are supporting Valerie and Kevin to relieve stress, make new friends, get fit and active.

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Stories Exercise groups

Liam's Inclusive Tennis Story

Hear how Liam is benefitting from inclusive tennis sessions and how the sessions have been a catalyst for him and his new friends to do other things.

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Stories Exercise groups Walking

Christine and Tracy's Walking Netball Story

Hear how Walking Netball has helped Christine and Tracy with their physical, mental and social wellbeing.

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[SAVE THIS ITEM](#)



Stories Walking

Trevor and John's Wilder Wellbeing Story

Hear how Trevor and John feel the benefits of connecting with the natural world and making new friends to overcome anxiety and depression.

[READ MORE](#)

[SAVE THIS ITEM](#)



Stories Sports

Priti's Badminton Story

Hear how playing Badminton every Friday evening has helped with Priti's mental and physical health.

[READ MORE](#)

[SAVE THIS ITEM](#)



Stories Exercise groups

Megan's Confidance Story

Hear how inclusive dance sessions have helped Megan to express herself and become more confident.

[READ MORE](#)

[SAVE THIS ITEM](#)



Stories Cycling

Abi's Cycling Story

Hear how learning to cycle has improved Abi's wellbeing and helped her to be more active in her everyday life.

[READ MORE](#)

[SAVE THIS ITEM](#)



Stories Exercise groups

Dee, Jagdeev and Vicky's Story: Being Active Together

Hear how group exercise sessions at The Grand are improving the physical and mental wellbeing of the local community.

[READ MORE](#)

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Partner Hub – easy access to information



EVERYDAY
ACTIVE

Downloadable resources

When Everyday Active documents and resources are published, they will be added to this page for download.

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Partner Resources

This library of resources organises the evidence and contains the knowledge that is needed to encourage people to move more in their everyday lives.

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Training Opportunities

Face to face and online courses to develop your knowledge, skills and confidence to have conversations with others to help get more people, more active.

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Local Networks & Campaigns

Links to campaigns, projects and initiatives working across our county to help people be more active.

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Partner Resources – Health condition specific

Advice, support and resources to help people with a specific health condition to become more physically active.

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Partner Resources – Disability specific

Advice, support and resources to help people with a specific disability to become more physically active.

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National campaigns

Links to national campaigns which have information and resources to help you encourage more people to be active.

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Everyday Active Workshop – supporting you to have conversations

For anyone wanting to:

- improve their knowledge and understanding of the benefits of physical activity
and
- feel confident about having conversations with others about being more active.

Join us online for one of our next free workshops:

- **Thursday 23 November 2023, 10:00am – 11:30am**

Thursday 23 November 2023 – Book Your Place

- **Thursday 18 January 2024, 10:00am – 11:30am**

Thursday 18 January 2024 – Book Your Place

- **Thursday 14 March 2024, 1:00pm – 2:30pm**

Thursday 14 March 2024 – Book Your Place

If you would like to request your own closed workshop, please contact andrea.murphy@kent.gov.uk.

Stay informed and promote to your service users



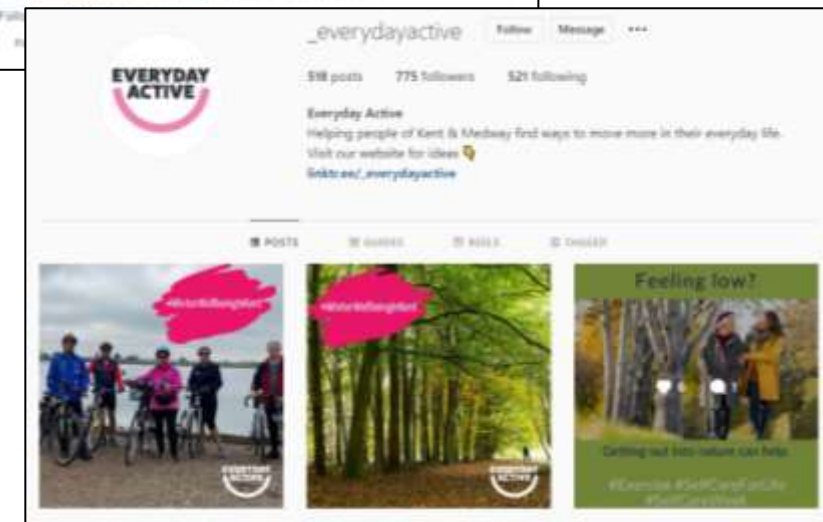
A5 flyers



Posters



Social Media



Everyday Active

Find activities local to you

Kent, UK

All activities

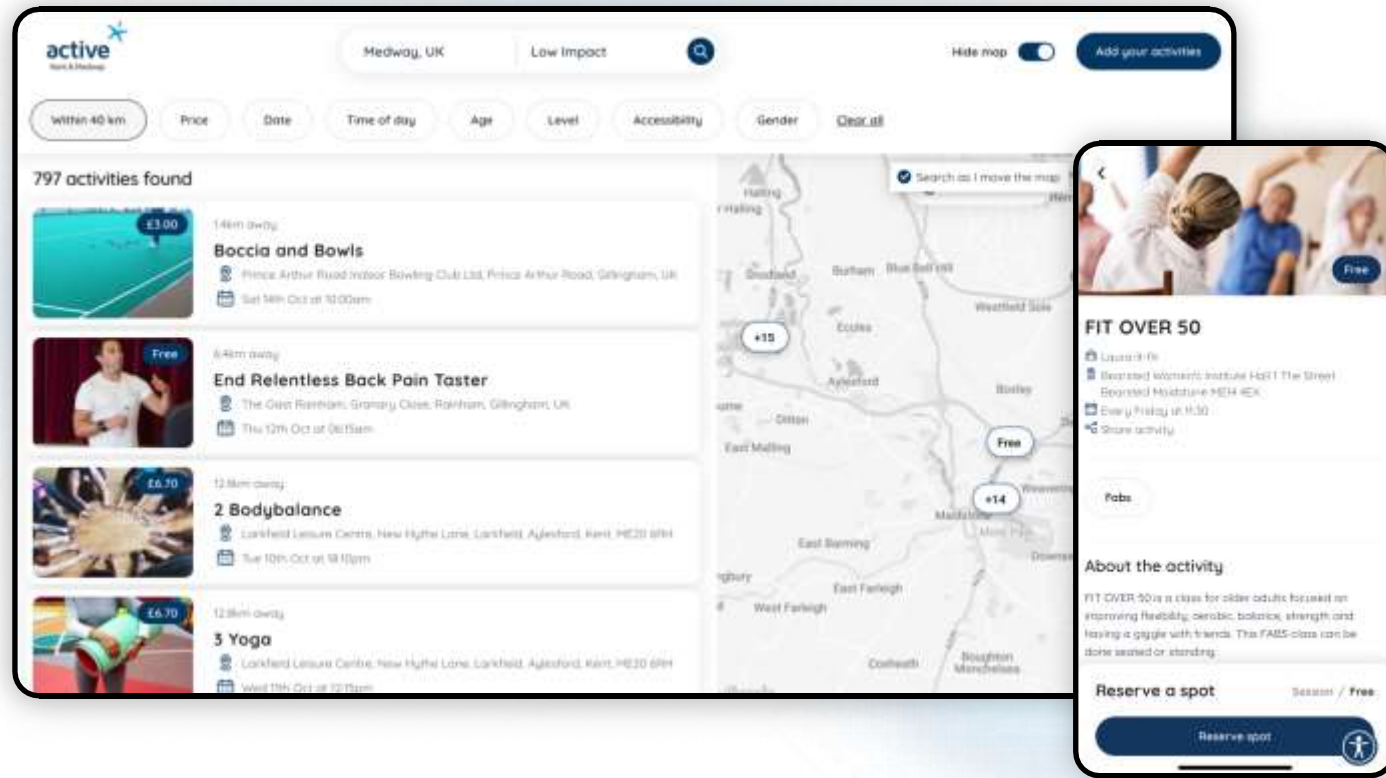


Powered by



The Everyday Active Activity Finder

A centralised tool for sport and physical activity across Kent and Medway



What is OpenActive?

Open data for sport and physical activity

OpenActive is a Sport England funded initiative which creates open data standards for the sport and physical activity industry

Community of over 135 organisations, including

- Active Partnerships
- NGB's
- Local Authorities
- Leisure operators
- Clubs
- Coaches
- Brands
- Startups



Open data for social prescribing

A short video overview



<https://www.youtube.com/watch?v=6bqspCLin9M>

Played | Social prescribing

Using the Activity Finder as a social prescribing tool



Enter their postcode

This will show them the nearest activities to their location



Apply specific filters

Such as any accessibility filters or specific categories like Low Impact



Select a suitable activity

From the results, find the most suitable activity for them



How you can get involved

Opening your data

Opening your data

If you aren't already, then please open your data via your existing booking system.

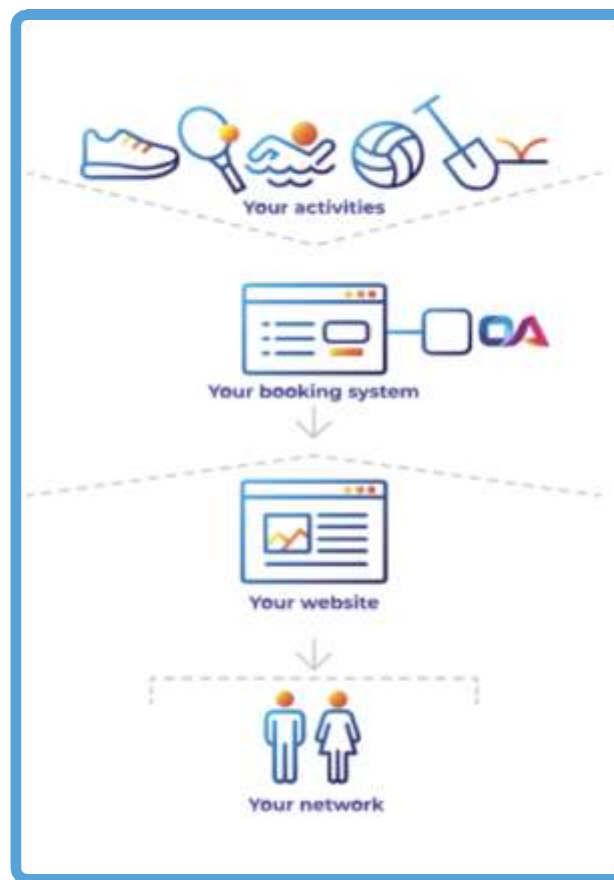
If you don't use a booking system already, there are plenty of OpenActive systems that are available

Promoting the Activity Finder

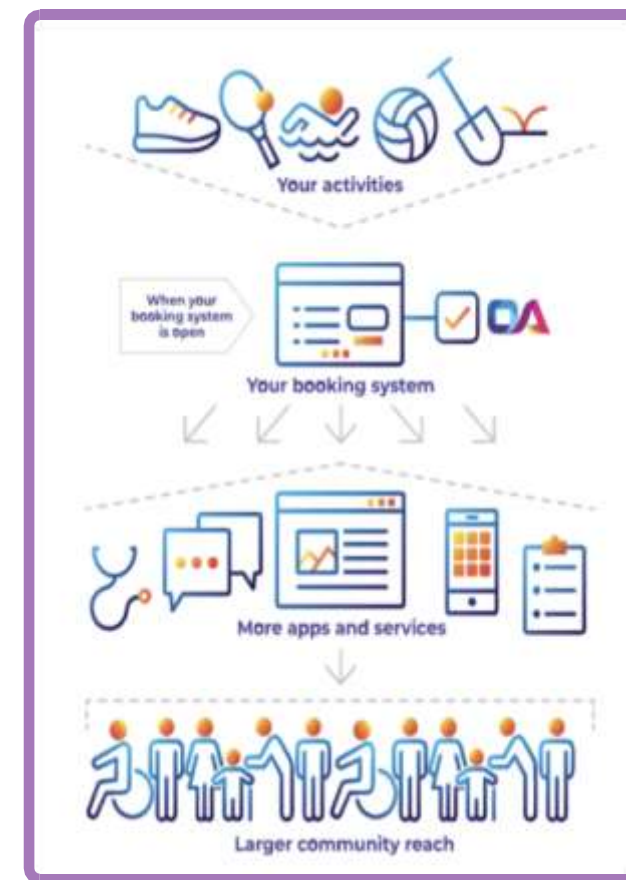
Free widgets that you can add to your existing websites

Promoting the tool on your socials

Encouraging partners to use the tool for social prescribing or recommending activity to your communities



Before



After

Everyday Active – useful links

Everyday Active



Activity Finder



[Everyday Active Facebook](#)

[Everyday Active Twitter](#)

[Everyday Active Instagram](#)

[Everyday Active Linked In](#)

Request resources: [Posters and flyers](#)

Contact details: andrea.murphy@kent.gov.uk tom@played.co