

A Placed Based Approach

Getting to know our Communities

The Process

Northamptonshire Sport has taken a place-based approach to engage with the county's priority target audiences using an Asset Based Community Development (ABCD) approach in a small number of defined 'hotspot' areas. As well as trying to make a difference in each hotspot, by influencing and capacity building, NSport is also trying to learn as much about the process; what works, what doesn't and why, and how might we do it better.

The steps we have taken:

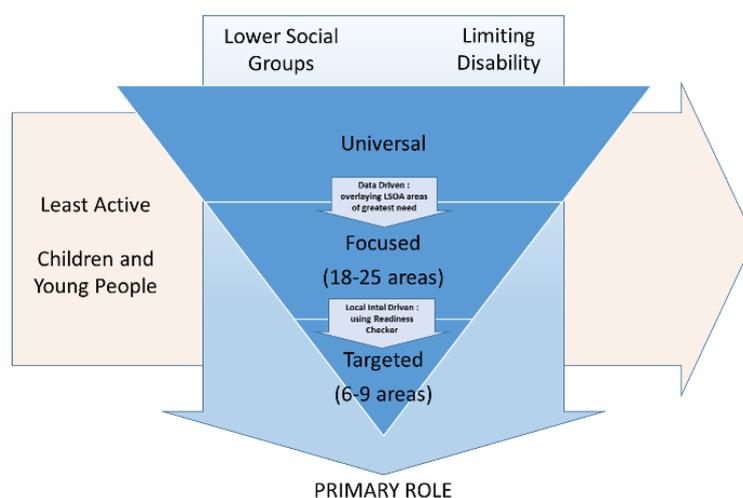
1. Discover: Knowing that inactivity is especially prevalent in (1) lower socio-economic groups and (2) people with limiting disabilities; we mapped the Lower Super-Output Areas (LSOA) across the county where these groups predominate.

Through a combination of desktop research, asset mapping and consultation with partners and site visits, by consensus we selected the most suitable 'hot spots' to focus our work.

2. Identify: From the seven hot spots we selected, we soon started the identify and connect with the assets in each area i.e.: the community groups, networks, resident associations, facilities and tried to identify our 'community connectors'. Our aim was to find out what the community is about, what does it value, what's working well and what needs improving. This helped us to develop a community profile for each area.

3. Connect: Building a rapport with community connectors was essential to help us unlock local insight and doors to existing networks. As we started to develop connections with the various groups we also connected them with other groups and services. Our aim was to build trust and understand how we can support the people and groups to help themselves, whilst raising their awareness of physical activity and its benefits at every opportunity.

4. Mobilise: As we embed ourselves into each community, we gathered valuable insight on their exercise habits, barriers and needs and gradually started to introduce new ideas and activities. In doing so, we started to recruit and upskill local volunteers; ensuring any delivery in the areas was needs led, targeted and delivered by the community for the community.



Our Hot Spots:

We are currently working in the communities in the 6 geographical areas below:

- Kingswood Ward, CORBY
- Southbrook, DAVENTRY
- Rushden Spencer, Rushden Hayden & Rushden Pemberton Wards, EAST NORTHANTS
- Avondale Grange, KETTERING
- Eastfield Ward, NORTHAMPTON
- Castle Ward, WELLINGBOROUGH