



Partner Event

The Power of Storytelling to
Shape Change

www.leapwithus.org.uk



Welcome and Introduction

Mark Ormerod

Leap CEO



@Leap_BMK



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The purpose of these partner events are to...

- Inspire and Educate
- Build Connections
- Build the Movement
- Enable Action



Leap Partner Event - October

Time	Item	Who
11:00	Welcome	Mark Ormerod, Leap
11:10	Ice Breaker	Kirsty Ingham, Leap
11:20	The Power of Storytelling in Impact Work	Bryan Wright, Yellowyoyo
11:40	Case Study: Move Together	Kathryn Holding, Active Oxfordshire
12:00	Movement Break	ALL
12:10	Table Discussions	ALL
12:35	Impact Confidence Snapshot	Kirsty Ingham
12:50	Summary and close	Mark Ormerod
13:00	Lunch and networking	ALL

Ice Breaker

In pairs or trios each person shares a 2 minute story about a moment of impact in your personal or professional life.

Prompts:

1. A time you saw someone's confidence grow
2. A breakthrough moment in your programme
3. A decision you made that changed your week / month / year / life
4. A moment of resilience – when someone overcame a challenge
5. A moment that sparked a ripple effect in the community



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KEYNOTE SPEAKER

BRYAN WRIGHT

Founding Director at
Yellowyoyo





yellowyoyo

THE POWER OF STORYTELLING

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THE POWER OF STORYTELLING



"People will forget what you said.
People will forget what you did.
But people will never forget how you
made them feel."

Maya Angelou, 1993



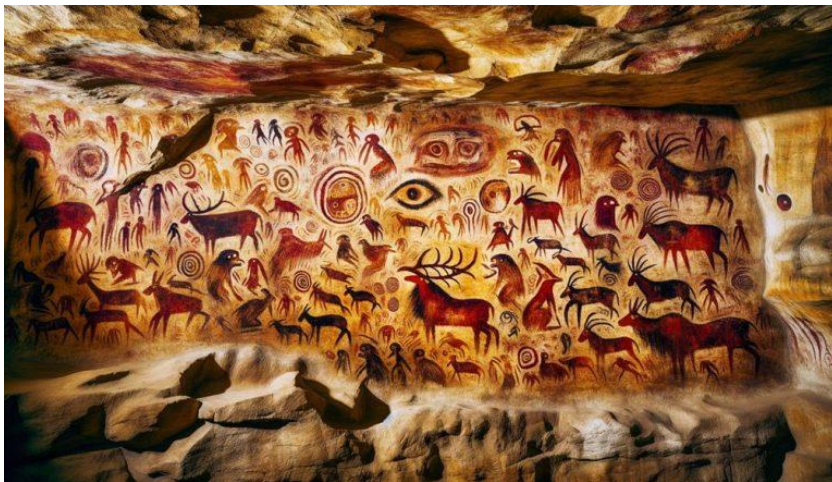
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TOLD STORIES**



**THE
POWER OF
STORYTELLING**



**WE'VE ALWAYS
TOLD STORIES**



**N
NETFLIX**

**THE
POWER OF
STORYTELLING**

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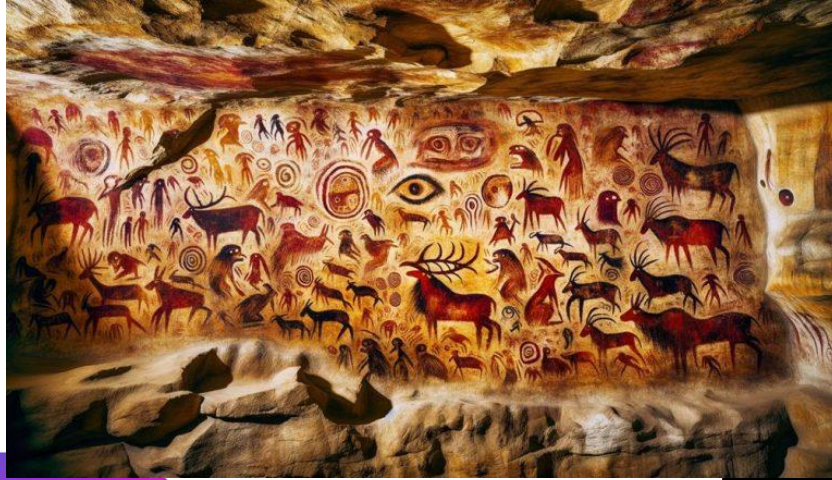
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**THE
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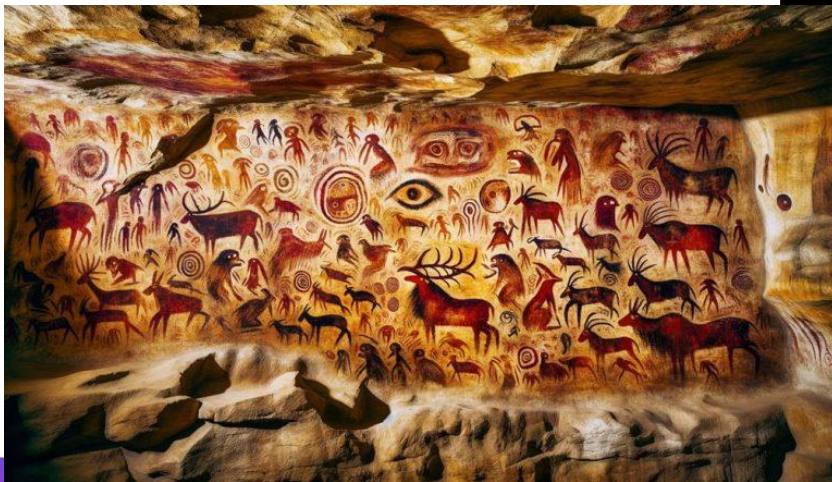
**WE'VE ALWAYS
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POWER OF
STORYTELLING**

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**WE'VE ALWAYS
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**THE
POWER OF
STORYTELLING**



SLIDING DOOR MOMENTS



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NEURAL COUPLING



THE
POWER OF
STORYTELLING



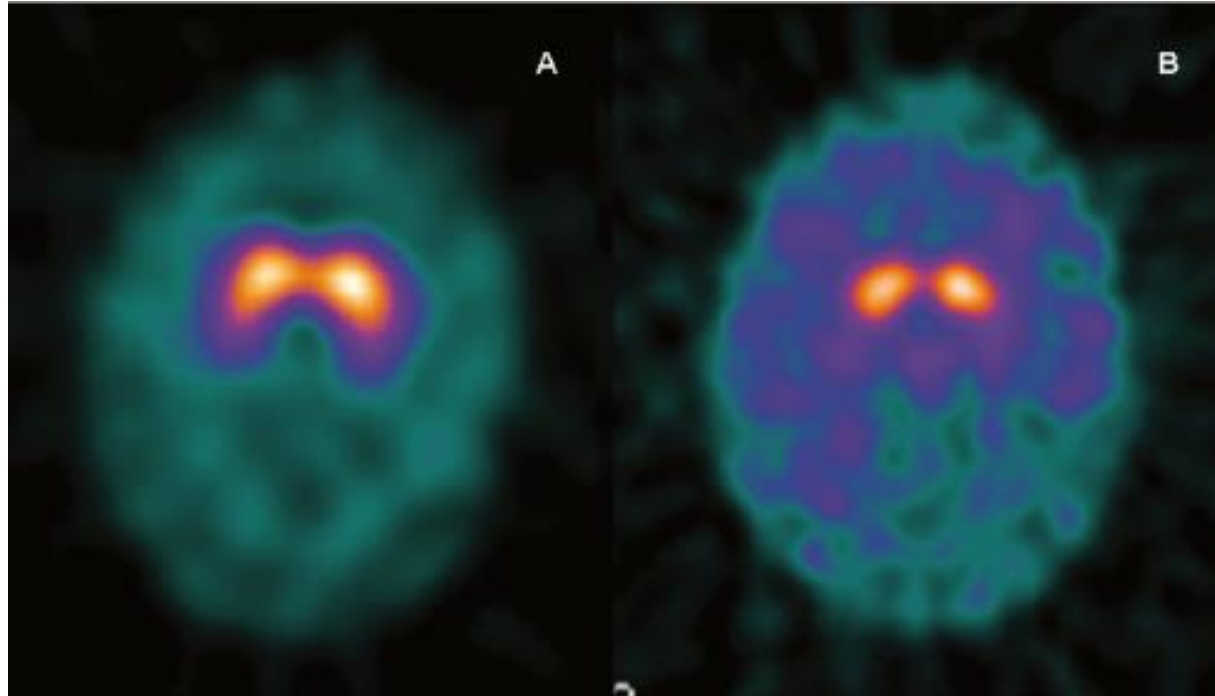
NEURAL COUPLING



THE POWER OF STORYTELLING



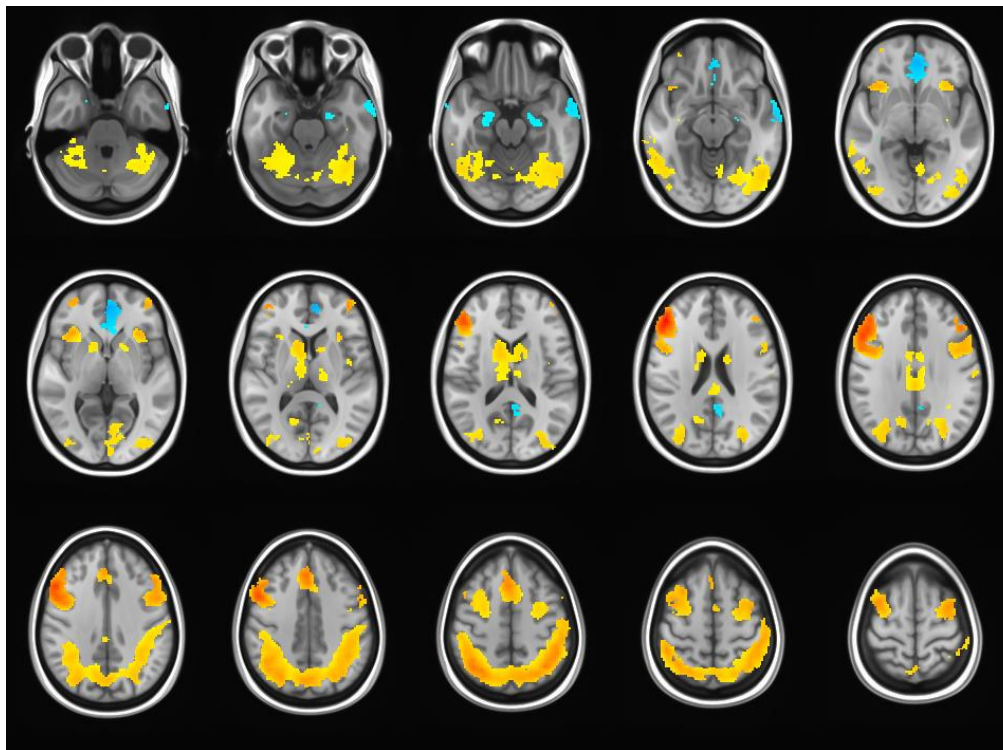
RELEASE OF OXYTOCIN



THE
POWER OF
STORYTELLING

Leap

THE RELEASE OF DOPAMINE



THE
POWER OF
STORYTELLING





We can't get
ENOUGH OF THEM

**WE CAN'T GET
ENOUGH OF THEM**



2.5 & 3.5 MILLION

**THE
POWER OF
STORYTELLING**



**WE CAN'T GET
ENOUGH OF THEM**



8

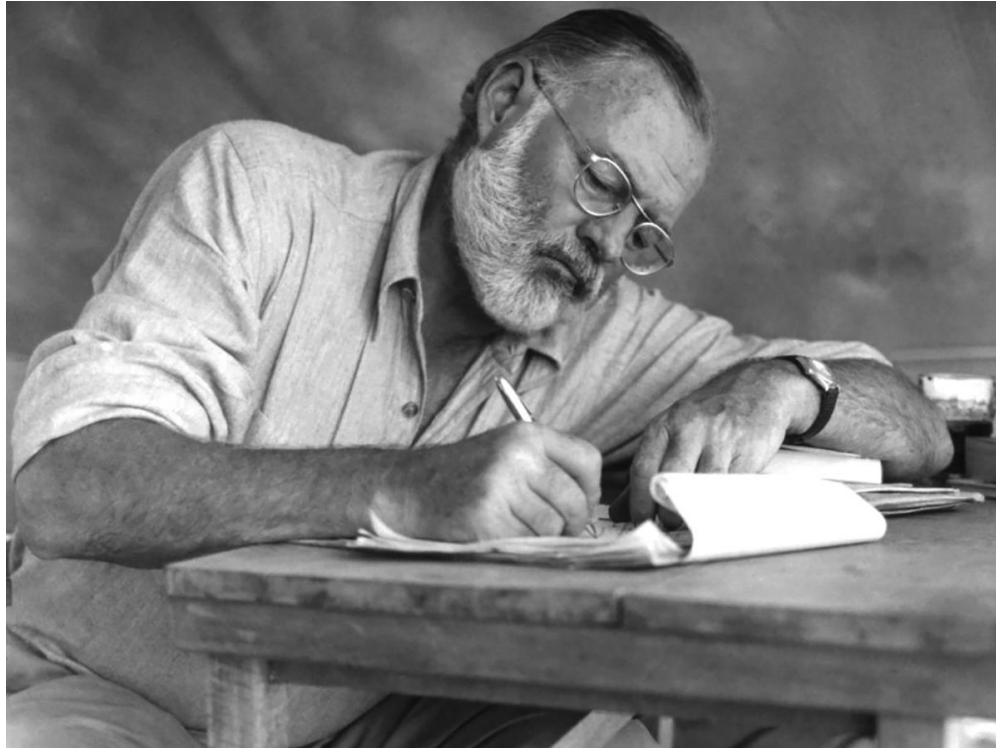
**THE
POWER OF
STORYTELLING**





It doesn't have to be
LONG

**IT DOESN'T HAVE TO BE
LONG**



**THE
POWER OF
STORYTELLING**

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IT DOESN'T HAVE TO BE
LONG



For sale.

THE
POWER OF
STORYTELLING



IT DOESN'T HAVE TO BE
LONG



For sale.
Baby shoes.

THE
POWER OF
STORYTELLING



**IT DOESN'T HAVE TO BE
LONG**



**For sale.
Baby shoes.
Never worn.**

**THE
POWER OF
STORYTELLING**





Why do **STORIES WORK?**

WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**

THE
POWER OF
STORYTELLING



WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**
- Because they are **MEMORABLE**

THE
POWER OF
STORYTELLING



WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**
- Because they are **MEMORABLE**
- Because they **BUILD TRUST**

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POWER OF
STORYTELLING



WHY DO STORIES WORK?



- Because they **CONNECT EMOTIONALLY**
- Because they are **MEMORABLE**
- Because they **BUILD TRUST**
- Because they **INSPIRE ACTION**

THE
POWER OF
STORYTELLING



**WHY DO
STORIES WORK?**



For instance...

**THE
POWER OF
STORYTELLING**



**WHY DO
STORIES WORK?**

John Lewis - Christmas adverts

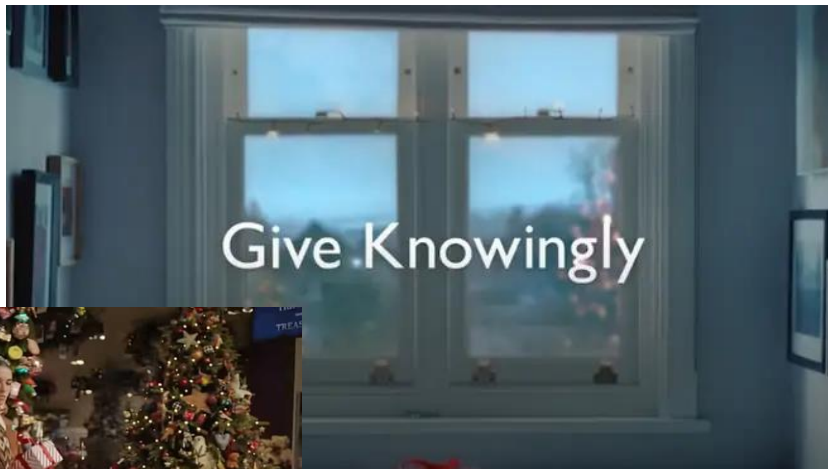


**THE
POWER OF
STORYTELLING**



WHY DO STORIES WORK?

John Lewis - Christmas adverts



THE POWER OF STORYTELLING



**WHY DO
STORIES WORK?**

Dove - Real Beauty



**THE
POWER OF
STORYTELLING**



WHY DO STORIES WORK?

Dove - Real Beauty



 Real women. Real beauty

THE POWER OF STORYTELLING



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**WHY DO
STORIES WORK?**

Sport England - This girl can



**THE
POWER OF
STORYTELLING**



WHY DO STORIES WORK?

Sport England - This girl can



THE POWER OF STORYTELLING





Head +
HEART





- “We supported **10,000 FAMILIES**”



- “We supported **10,000 FAMILIES**”
- “83% of participants **IMPROVED WELLBEING**”



"Sarah hadn't left her house for 6 months.
Now she leads the warm-up in her class."



Data + Story =
ACTION



**DATA + STORY =
ACTION**



Together they **COMPEL**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



- That's when **FUNDERS LISTEN**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



- That's when **FUNDERS LISTEN**
- That's when **POLICYMAKERS ACT**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



- That's when **FUNDERS LISTEN**
- That's when **POLICYMAKERS ACT**
- That's when **COMMUNITIES ENGAGE**

**THE
POWER OF
STORYTELLING**



**DATA + STORY =
ACTION**



People **BELIEVE IT,
REMEMBER IT
& ACT ON IT.**

**THE
POWER OF
STORYTELLING**





Sliding door **MOMENTS**



They are **AUTHENTIC,**
EMOTIONAL & often
LIFE CHANGING

A woman with dark curly hair is sitting up in bed, reading a large open book to two children. The children are lying down, looking at the book. The room is dimly lit with bokeh light effects in the background. The woman is wearing a blue shirt. The children are wearing patterned pajamas. The overall mood is cozy and educational.

Practical ideas for **BETTER STORYTELLING**



- Collect the **INGREDIENTS**

IDEAS FOR BETTER STORYTELLING



- Collect the **INGREDIENTS**
- Look for the **CHANGE**

THE
POWER OF
STORYTELLING





- Collect the **INGREDIENTS**
- Look for the **CHANGE**
- Blend evidence with **EMOTION**



- Collect the **INGREDIENTS**
- Look for the **CHANGE**
- Blend evidence with **EMOTION**
- Ask one **QUESTION**



“Does this story make
people
FEEL SOMETHING?”



Maya **ANGELOU**





“People will forget what you said.
People will forget what you did.
But people will never forget how you
made them feel.”

Maya Angelou, 1993

THE
POWER OF
STORYTELLING

yellowyoyo

Thank you

bryan@yellowyoyo.co.uk
yellowyoyo.co.uk

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KEYNOTE SPEAKER

KATHRYN HOLDING

Head of Evidence and Impact
at Active Oxfordshire

Working together to fight
inactivity and tackle inequality



Kathryn Holding
Head of Evidence and Impact

Strategic priorities



Healthy Active Children

- Low-income families
- Disabled young people
- Teenage girls
- Mental Health and Wellbeing



Healthy Active Adults

- Long Term Health Conditions
- People at risk of falls
- Mental Health and Wellbeing
- Adults with disabilities



Healthy Active Neighbourhoods

- Enabling active travel
- Priority neighbourhood focus
- Co-production with priority neighbourhoods
- Increasing access to green spaces

MOVE
Together

Move Together provides **behavioural support**, motivation and signposting to people in Oxfordshire to empower them to **move more**.

The pathway is for **inactive adults** with or at risk of **long-term physical and/or mental health conditions**. This includes adults with disabilities and pregnant and postnatal women.

The pathway is funded by Buckinghamshire, Oxfordshire and Berkshire West (BOB) Integrated Care Board, Oxfordshire County Council Public Health & city and district councils.

It is coordinated by Active Oxfordshire in partnership with Oxfordshire's District Councils.



MOVE Together

01



Referral

02



Initial
Conversation



Try It Out

03

04



Follow Up



Activities



Our Approach to Evaluation



Evidence informed

Underpinned by evidence on the need, and on the expected benefits



Collaborative

Part of everything we do, and part of how we work with partners. Embedded in our processes



Outcomes focused

Focused on identifying the change for individuals and including voices, stories and ensuring reach.



Regular

MEL is something that we do on a regular basis so that we are constantly learning



Accessible

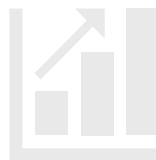
Our monitoring, evaluation and learning is available to commissioners, partners, staff and participants and should be understandable.

Metrics

MOVE
Together

Quantitative measures of change in wellbeing and physical activity- at registration and at 3 months

- EQ5-D
- Seven day physical activity recall
- Health Perceptions Scale
- ONS loneliness
- Health care utilisation
- Attitudes towards physical activity
- Friends and Family



Qualitative feedback of change and experience at the end of 3 months

Impact on physical and mental health, changes to lifestyle, changes to routine, enjoyment of MT and what they would change

Case Studies and Stories

Recently added- to enable better understanding of impact on Mental Health and on Health Prioritisation Behaviours

GAD-2

PHQ-9

Connectedness to nature

Health activation measure



Improvement and Learning...

MOVE
Together



Our Service



Indicators
of success
KPIs



**Evaluation
framework and
associated metrics**



Monitoring and
feedback
-quarterly reports
-6 monthly
outcomes reports



Improvement and
engagement

"I feel like I'm living my life again,
not just living in pain...
It gets me out of bed and gives
me somewhere to go and a
reason to leave the house."

MOVE Together

"The programme has
enhanced my life. I'm very
lucky to have found you, you
do such a great job."

In 2024/25, 1,932 people were referred to Move Together.

Activity Levels

**79% of participants
were inactive**

(less than 30 minutes of
moderate exercise per week)

**64% increased their
activity levels**

between their initial assessment
and 3-month review

**80% of completely
sedentary participants
increased their activity
levels**

**93% were not achieving
the recommended
activity levels**

(150 minutes of moderate
exercise per week)

The average weekly increase
was the equivalent of
3,900 steps per day
at a moderate pace

The average increase of
sedentary participants was
3,000 steps per day

67%

referrals are made
by healthcare
professionals

91%

participants have at
least one long term
health condition

32%

classed as obese
when they registered
with Move Together

47%

reported having a
disability at their
initial assessment

MOVE Together

Move Together created a **social value gain of £1,446,600**

This is a **return on investment of £3.70 for every £1 invested** into Move Together

Nearly 70% of participants who were completely inactive at initial assessment, and achieved behaviour change and physical activity level increases, had **sustained this activity for at least 9 months.***

22% reduction in 111/Out of Hours demand

43% fewer GP appointments

This saves 4 GP appointments per participant per year

15.11 Quality Adjusted Life Years (QALY) gain across all participants

“The beauty of Move Together is getting me to understand what I need and gives me a better life.”

2024/2025

*Result from a long-term follow-up of 85 participants in Cherwell District

"I have cancer and am experiencing more symptoms of this over time but MT is helping me to get out, be more active and help with a sense of purpose. I have started Yoga Therapy online (last week) and am really pleased about this. I attend two weekly group walks and attended walk leader training and this has helped with a sense of purpose."

"I am now exercising more daily and am now aware of the importance of exercising with my health condition and am going to start a disabled swimming group called the swans and am looking into other outdoor disability activities as the weather starts to warm up."

"I feel fitter and am less prone to becoming breathless when working hard/continuously, e.g. when climbing the 98 steps up from the bottom garden to the top at Upton House (Nat. Trust). I used to have to stop 2 or 3 times to get my breath back. I can now do the whole flight in one go, although I am a bit breathless still by the time I reach the top. Simply fitter all round."

"Knowing you are part of a genuine program which helps you to make the changes in your life to have a positive impact on both your physical and mental health. All the support that I have received and the PT sessions were amazing and have really helped me in showing me what I can do to keep it going independently after they finished."

Transferrable- steps of evaluation

MOVE
Together

- Evidence should under pin the aims of the project
- Think through the questions you want to answer at the start of the project.
 - Who is the project aiming to benefit and why?
 - How many people will it support?
 - How will they find their way to the project?
 - How is it expected the project will develop?
 - What change is the project aiming to achieve for participants?
 - What wider changes are expected?
 - Which changes are we most interested in, which are commissioners most interested in?
 - How will we know that change is being achieved? What can we collect or measure?



Outcomes focused

Reach is not a measure of outcome. Outcomes are the changes people and systems experience

- Do they feel better?
- Have they experienced any change in their mental wellbeing?
- Did they find the project useful?
- Would they recommend it to a friend or family member?
- Has it had any impact on their day to day lives?
- Has it changed their behaviour e.g. cycling more, going to the GP less?
- Have referrers or key professionals seen benefits?



Compare before and after if possible

You can use standardized tools to help (e.g. EQ5-D)

You might need to use other peoples information as well, for example you might need partner data

Use mixed methodology

Evaluation uses lots of different types of information and it has to be everyone's business



Building relationships with commissioners

- Our experience currently being analysed by Active Partnerships and Press Red. They mapped our journey, it started in 2018 and they have identified over 40 steps in our journey.
- Key themes are building relationships, building trust, thinking strategically.
- The interplay of operations, evaluation and communications is also key.
- Another key theme is constant change- and adaptability to meet the challenges



Movement Break - 10mins

Table Discussion.....

Use post it notes and flip chart paper to record the below.

How do you currently use stories in your work—or wish you could?

What were your reflections on what we heard from Bryan and Kathryn?

Who are the key audiences you're trying to influence with your stories? And what do you want them to do?

What barriers do you face when trying to tell stories about your work?

What's one story you think needs to be told more often in our sector?

How can we work together to build a stronger culture of storytelling for impact?



Impact Confidence Snapshot

Reflect on where your organisation is with each element of capturing impact.

Discuss with your table.

Complete the worksheet.

Take a photo of worksheet for your records, but please **leave original here**. We'll use it to inform future support in this area.

Bucks and MK Movement Impact Library

**Please submit your stories of
impact so that we can amplify
our collective impact.**



Leap 

**Tell us what you
thought of today**

2-minute survey



Partner Events 2026

Wednesday 25th February 2026
1045-1300 (Aston Clinton)

Wednesday 17th June 2026
1045-1300 (Aston Clinton)

Wednesday 14th October 2026
1045-1300 (Milton Keynes venue)



Summary and Close

Mark Ormerod





Partner Event

The Power of Storytelling to
Shape Change

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