



Leading the Movement

Place Based Leadership Programme

Milton Keynes
Day 3 April 2026

“

The people that do
the work... do the
change

”

Myron Rogers

Our current local work/context:

■ opportunities

- a 5 to 10 year plan for housing
- a place for where women's needs are being considered and those with accessibility needs
- a top-level strategy to enable physical activity
- health and well-being across south Asian women in the city and an ambition to support them
- connecting NHS GP surgeries and social prescribing
- opportunities for those with poor mental health to get active
- little projects can have success
- regular commitment by some ladies in sports events we put on for them that have never participated - a visible improvement in confidence and social connection
- community connection
- 360 Q+ girls engaged
- growing recognitions that PA is key in reducing isolation
- City of Culture bid
- recognition that PA is linked to so many factors and that social isolation is a big factor in activity or lack of
- reform of Youth Service provision
- council collaboration, VCSE etc
- development of networks - to support groups
- opportunity to work on the ground using the community development approach - working with where people are at
- The Parks trust - recreation prioritised
- work with Chris in Greenlys
- knowing and having connections to community groups who could bring elements to the project
- work in SWANs/community partnerships
- the success of MK Dons

Our current local work/context:

▪ opportunities

- establishment of the in-house behaviour change service - currently delivering weight management and stop smoking BUT exploring how to use this as a single point of access for physical activity support/signposting, challenge is that the service is across 3 Local authority areas - so sign off may mean conflicting priorities
- to establish a sustainable community voice by a collaborative network of parents
- working with MK Dons to provide an offer to residents in temporary accommodation
- the possibilities (test and learn)
- NHS moving to prevention space
- facilities
- connections and collaboration
- range of free support for residents to access
- opportunity to inspire PA at an age where habits are built going into adulthood for a range of students
- established relationships
- social prescribing linked to encouraging PA
- clarity of priority audiences and theme of work
- youth engagement in Five on it session and opportunity for more
- a slow change in attitude towards the needs for Youth Servies - hoping funding will flow
- National Youth Strategy £500m to youth sector
- Strategic PA Alliance MK in development
- lots of initiatives across centres for POA, some older and established
- shift to prevention, Neighbourhood Working
- involvement with youth
- connecting GPs surgeries - sport and mental health

Our current local work/context:

■ Challenges:

- Joining the dots, temporary containers
- women and disabled residents can be invisible in system design
- addressing this at community level - bringing groups together
- south Asian women feel they can access facilities
- not a good enough system that shows all sports groups
- we have a budget, but it is never enough
- transport timings
- Getting people to make the commitment to exercise
- Resources/time
- siloed working and health budgets
- siloed working - different budgets
- Devolution - challenge and opportunity
- just getting people to participate is a challenge
- changes as a result of the election, political uncertainty
- Funding, capacity, sustainability
- interest from residents and exposure to local media
- influencing policy
- delivery capacity
- collaborative reach
- expanding and creating capacity for those areas do not have the community capacity in areas
- the increasing financial challenges from world event
- reaching those who are hardly reached

Our current local work/context:

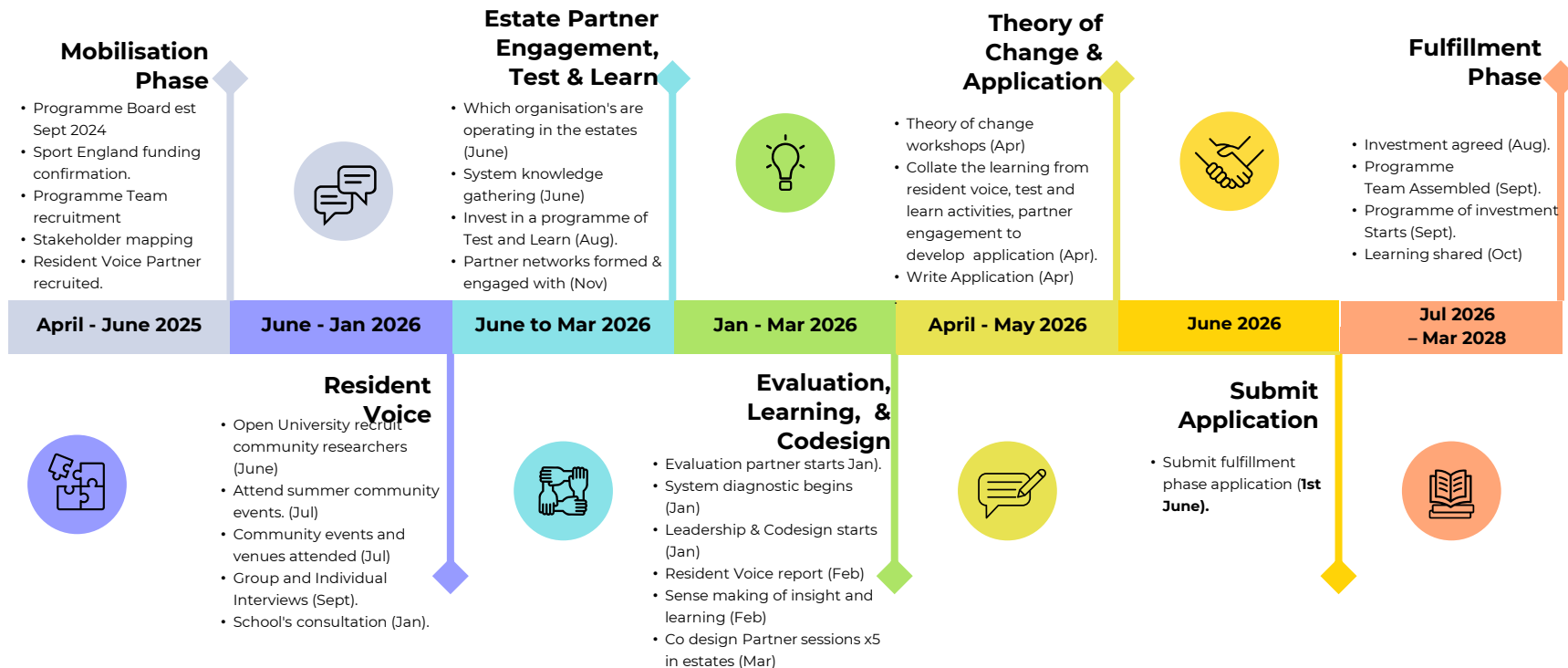
■ Challenges:

- working across actors, organisations and avoiding duplication and not knowing who is doing what, where
- Equality of outcomes
- equality of conditions and starting point
- awareness and opportunity of activities that are related to physical activity
- competing priorities
- resources
- understanding each other's challenges
- profit versus community
- facility availability
- time workload, good long-term outcomes but difficult in the short term
- Resource/time to uptake and take advice
- Time, capacity to make use of the intelligence
- still need more engagement and voice of diverse communities
- often the funding is only short-term contracts, this limits the recruitment opportunities and means youth work isn't seen as a lifelong career
- ensuring right partners are around this table to ensure embeddedness

Updates on work so far



**MILTON KEYNES
PLACE EXPANSION PARTNERSHIP (PEP)**



MK PEP Discovery Phase Timeline 2025-26

Building a picture of where we are



- **Social Network Analysis** – A method for mapping and understanding the relationships, influence and connectivity between people, organisations and systems actors.
- **System Maturity Matrix** – A tool that assesses how developed, aligned and embedded a system is across key aspects of whole-system change.
- **Policy Audit** – A structured review of local and regional policies to identify how they enable, inhibit or overlook opportunities to increase physical activity.
- **Resident Voice** – The capturing of lived experience and insights directly from local people to shape decisions and system change.
- **Local Leaders 2-day Event** – Event convening local leaders to build shared understanding, relationships and commitment to collaborative system change.
- **Making Sense Sessions with Locally Trusted Organisations** – Facilitated conversations that help trusted community partners surface insights, interpret learning and contribute to next steps.
- **Project Intelligence** – A collective understanding of who is involved, what's happening, what assets exist and what we are learning from ongoing activities, processes and behaviours. Including neighborhood scans.
- **Test and learn** – Four test and learn themes (active travel, live longer better, CYP and movement pathway) with the aim to develop, test, and evaluate different methods of tackling physical inactivity at a local level with the learning helping to shape the full award includes use of Active xchange data
- **Stakeholder Interviews** – In-depth conversations with key project partners to gather perspectives, insights and evidence that inform system understanding and decision-making.

‘Picture’ will be articulated in the baseline report CFE produce

MK PEP

A collaborative movement powered by organisations working together with local communities, MK PEP is redefining how Milton Keynes supports people to lead active, healthy lives

HR Place Expansion Partnership (HR PEP) is a collaborative, community-led effort to reduce inactivity and improve wellbeing in Milton Keynes, while the work is supported by Sport England's place-based investment. It is fundamentally about people, partnerships and systems coming together to create long-term change. Click the links below to find out more.



[ABOUT THE WORK](#)

[ABOUT THE PLACES](#)

[HOW YOU CAN GET INVOLVED](#)

[THE STORY AND LEARNING SO FAR](#)

[MK PEP pages](#)

Now and Next

As we move through the discovery phase, several themes are beginning to surface across conversations, workshops and early project learning.

Partners are exploring how to strengthen including and resident voice, ensuring engagement feels more accessible and rooted in local experience. There's also interest in improving how we communicate the programme, clarifying what HK HEP is, raising awareness and using channels key audiences already trust and use.

We're seeing themes around gathering and sharing learning more effectively, including mapping local networks and making insights easier to use across the partnership. Conversations are also pointing to the importance of supportive leadership behaviours and consistent ways of working that build trust and shared ownership.

Finally, partners are beginning to think about how ideas could translate into locally led action in the future, and how we stay aligned around a shared purpose as the work evolves. These are emerging patterns, not commitments, reflecting what people are noticing as we continue to listen and learn.

These emerging themes are being considered alongside a robust baseline evaluation of the conditions already in place, helping us understand the foundations we're starting from as the work develops.

The HK HEP Board will bring this insight together with learning from the local leaders' event to shape Sport England's expansion application, which will be submitted by 1 June.

The MK PEP Board will bring this insight together with learning from the local leaders' event to shape Sport England's expansion application, which will be submitted by 1 June.

MK PEP – The Story And Learning So Far

MK PEP Discovery Phase Timeline 2025-26

Mobilization Phase (April - June 2025)

- Engagement Board set up and kick-off conference
- Engagement team recruitment
- Engagement team training
- Executive team briefing

Estate Partner Engagement, Test & Learn (June - 30th March 2026)

- Initial conversations to be completed by end October 2025
- System discovery phase
- Engagement programme of Test and Learn
- Engagement programme of Test and Learn
- Engagement programme of Test and Learn

Theory of Change & Application (31st March - 2026)

- Theory of change
- Engagement strategy
- Engagement strategy
- Engagement strategy
- Engagement strategy
- Engagement strategy

Fulfillment Phase (June 2026 - July 2026 - May 2026)

- Engagement strategy
- Engagement strategy
- Engagement strategy
- Engagement strategy
- Engagement strategy

Resident Voice (April - June 2025)

- Open consultation online community engagement
- Annual community consultation survey
- Engagement strategy
- Engagement strategy
- Engagement strategy

Evolution, Learning, & Codings (June - 30th March 2026)

- Evolutionary approach (S&P)
- Evolutionary approach (S&P)
- Evolutionary approach (S&P)
- Evolutionary approach (S&P)
- Evolutionary approach (S&P)

Submit Application (April - May 2026)

- Submit Application
- Submit Application
- Submit Application
- Submit Application
- Submit Application

1. Deep Listening and Resident Voice
A major strand of activity has centred on understanding lived experience. The Open University has led a **Resident Voice** research project, gathering insights from people

About The Places

Find out more about the 11 estates of focus, how they were chosen, where they are and what we know about them so far.

[MORE](#)

MORE

How You Can Get Involved

Details of how you can get involved in the MK PEP movement.

[MORE](#)

[MORE](#)

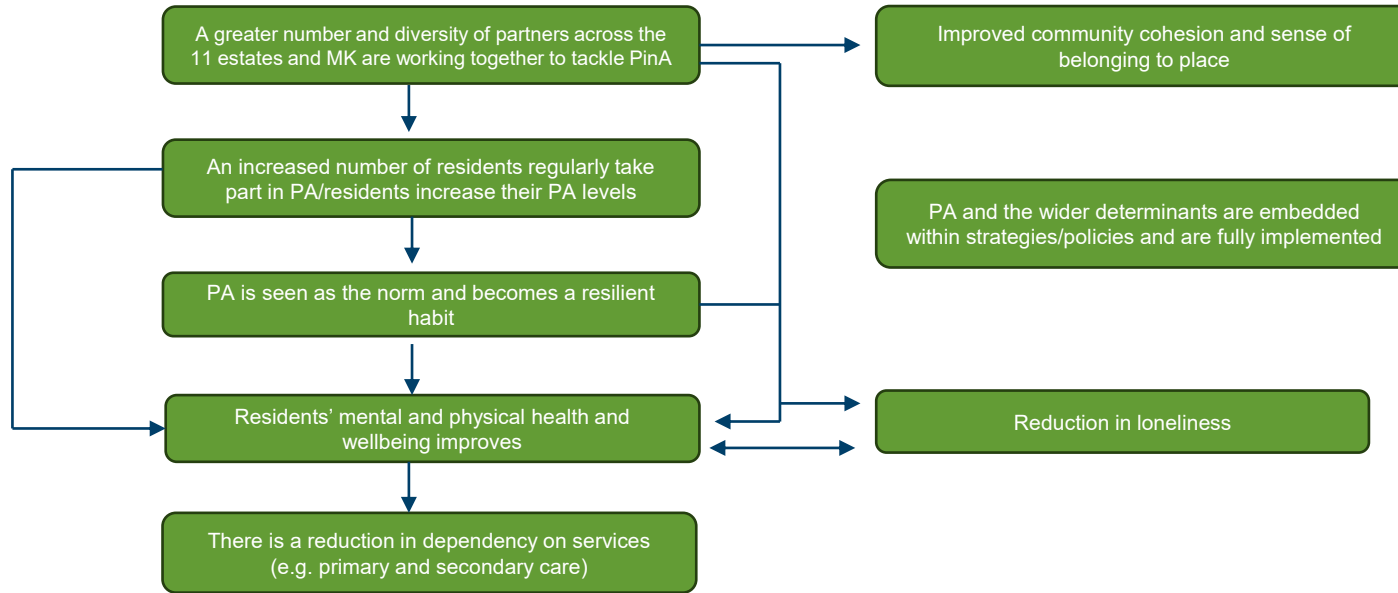
The Story and Learning So Far

The We R Race Deposition Partnership (We RDP) journey is still in its early stages, but already we're seeing just how much potential there is when people, partners and communities come together around a shared purpose. Click here to find out more.

[MORE](#)

MORE

Theory of Change- Impacts (realised in 5+years)



Activities

The MK PEP Board secure funding and investment for place-based working

The MK PEP Board includes senior leaders in the PA system. Their role provides senior level advocacy for the work of the PEP Board across the 11 estates and wider MK

A comms campaign for the MK PEP work shares information with a range of stakeholders to showcase case study stories, share information about ways to be active, promote the 'stuff' the MK PEP is doing

The MK PEP supports and invests in long-term Monitoring, Evaluation and Learning of the work

The PEP Board supports the system to collect and share data, insight, lived experience and learning about PA

Policy scanning work is undertaken by the PEP Board to identify opportunities to influence and feed into strategy development

The MK PEP support the expansion and development of a network of diverse partners to work collaboratively to tackle PinA

The MK PEP Board coordinate and facilitate joint working and collaboration across the PA system and with communities.

Leadership training and capacity building activities are organised and coordinated by the MK PEP (e.g. LGA Local Leadership courses)

Outcomes

Realised in 3-5 years

The MK PEP Board have strategic conversations within their own organisations and with other departments/organisations about the work of the PEP and its overall aims/ambitions

Senior leaders understand the importance of the MK PEP work and embed actions to tackle PinA across their work

Partners and organisations understand and embed the principles of the physical activity strategy (and other PA documents) into their work

Data, insight, lived experience and learning is shared regularly and used to inform practice

There is an increased number and diversity of partners working together to tackle PinA

Partners understand the role that PA plays in the achievement of their own and wider MK objectives

Partners are brought together in network meetings to facilitate joint working and information sharing

The strength and frequency of partnership working to tackle PinA increases

Impacts

Realised in 5 years +

PA and the wider determinants are embedded within strategies/policies and are fully implemented

A greater number and diversity of partners across the 11 estates and MK are working together to tackle PinA

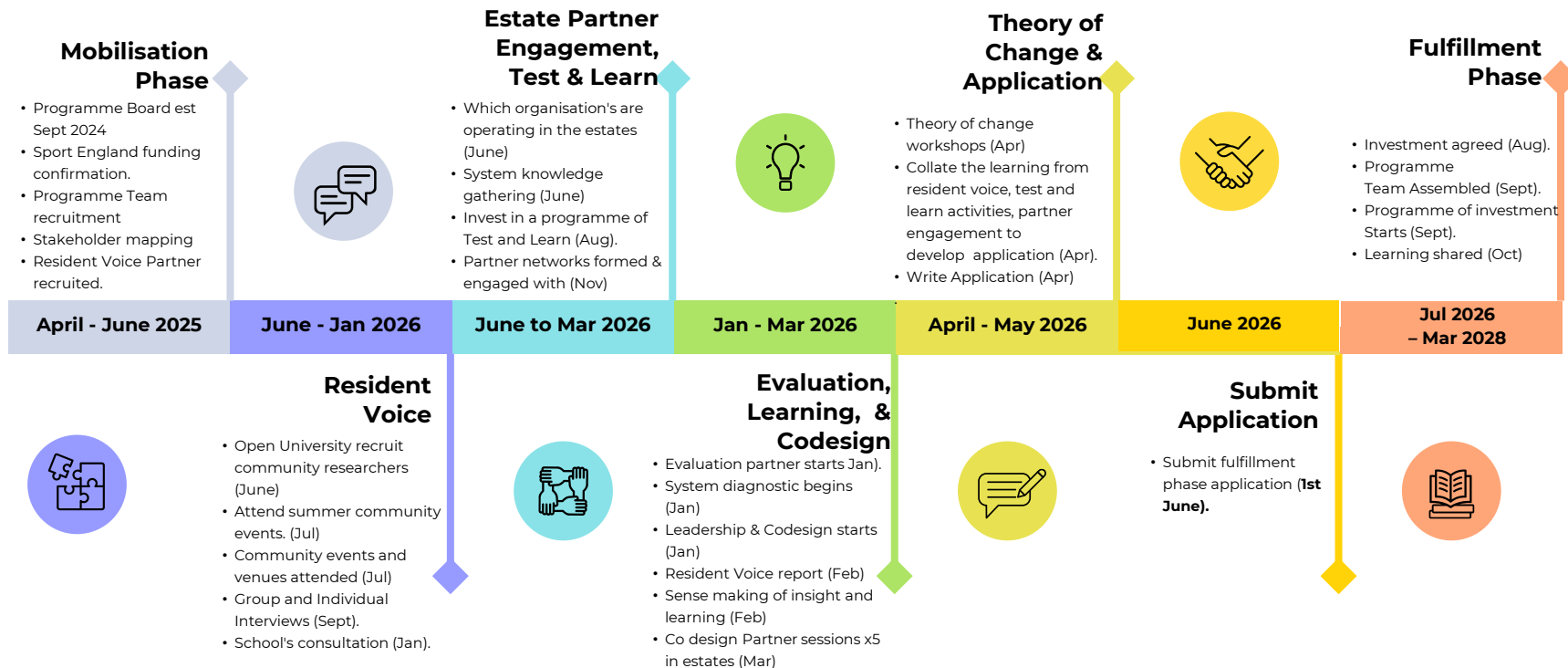
An increased number of residents regularly take part in PA/residents increase their PA levels

PA is seen as the norm and becomes a resilient habit

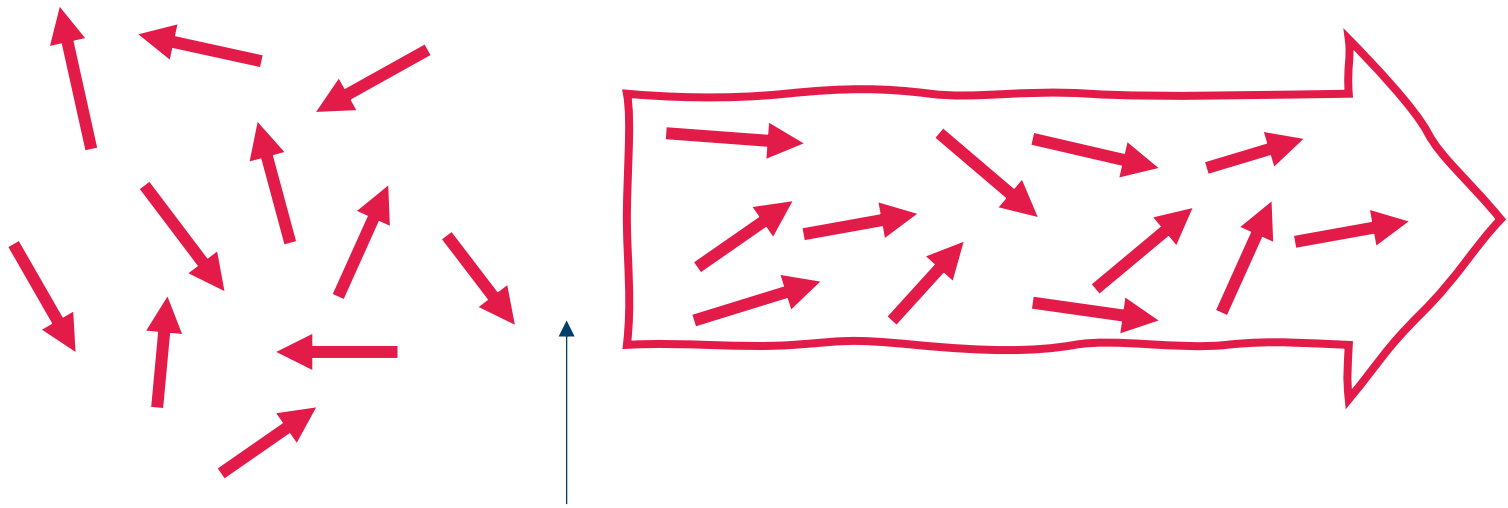
Residents' mental and physical health and wellbeing improves

There is a reduction in dependency on services (e.g. primary and secondary care)

Improved community cohesion and sense of belonging to place



MK PEP Discovery Phase Timeline 2025-26



**You?
your organization?**

Understand the
system points of
change

Understand /use
lived experience

Connecting

What:

**'systems
leadership'**

Deep collaboration: community/ organisations

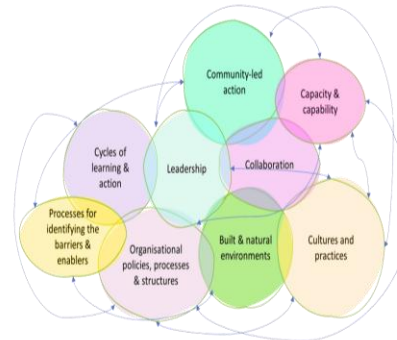
How:

The ingredients

Networks/
relationships

Shared purpose

trust



Dancefloor to balcony



Prioritising:

1. What Sport England expect
Why prioritizing is hard

2. Our insight to date

3. Group work on key questions

- **Increasing activity**
- **Decreasing inactivity**
- **Tackling inequality**
- **Providing positive experiences for children/yp**



Audience Prioritisation Activity



**MILTON KEYNES
PLACE EXPANSION PARTNERSHIP (PEP)**

Milton Keynes Population Data

	England	Milton Keynes LA	Stacey Bushes & Fullers Slade	Eaglestone & Fishermead +
Total population (ONS) Mid Year Estimates 2024	58,620,101	305,884	6,280	16,848
Adult Population 16+	81.44%	78.32%	72.44%	76.38%
CYP population: under 16 years	18.56%	21.68%	27.61%	23.67%
Population 65+	22.6%	17.6%	13.2%	13.4%
Male life expectancy	79.5	80.2	*	*
Female life expectancy	83.3	83	*	*

Sport England's Adult Active Lives

	England	MK	FS MSOA	E&F MSOA
Active % of active adults (150+ mins a week)	63.4%	62.8%	57.7%	56.3%
Inactive % of inactive adults (less than 30 mins a week)	25.7%	22.1%	27.3%	28.4%
Inequalities % of adults with 2+ inequality factors and inactive	-	6.0%	10.5%	10.4%

Sport England's CYP Active Lives

	England	Milton Keynes LA	Stacey Bushes & Fullers Slade MSOA 012	Eaglestone & Fishermead MSOA 018
Active % of active CYP (average 60+ mins a day)	47.0%	47.3%	45.1%	44.7%
Less Active % of less active CYP (average less than 30 mins a day)	30.2%	33.8%	32.6%	33%
Inequalities % of children with 2+ inequality factors and less active	*	10.5%	11.9%	13.3%

Sport England's Inequality Characteristics

The Inequalities Metric identifies key characteristics that have the most impact on minutes of activity.

For adults:

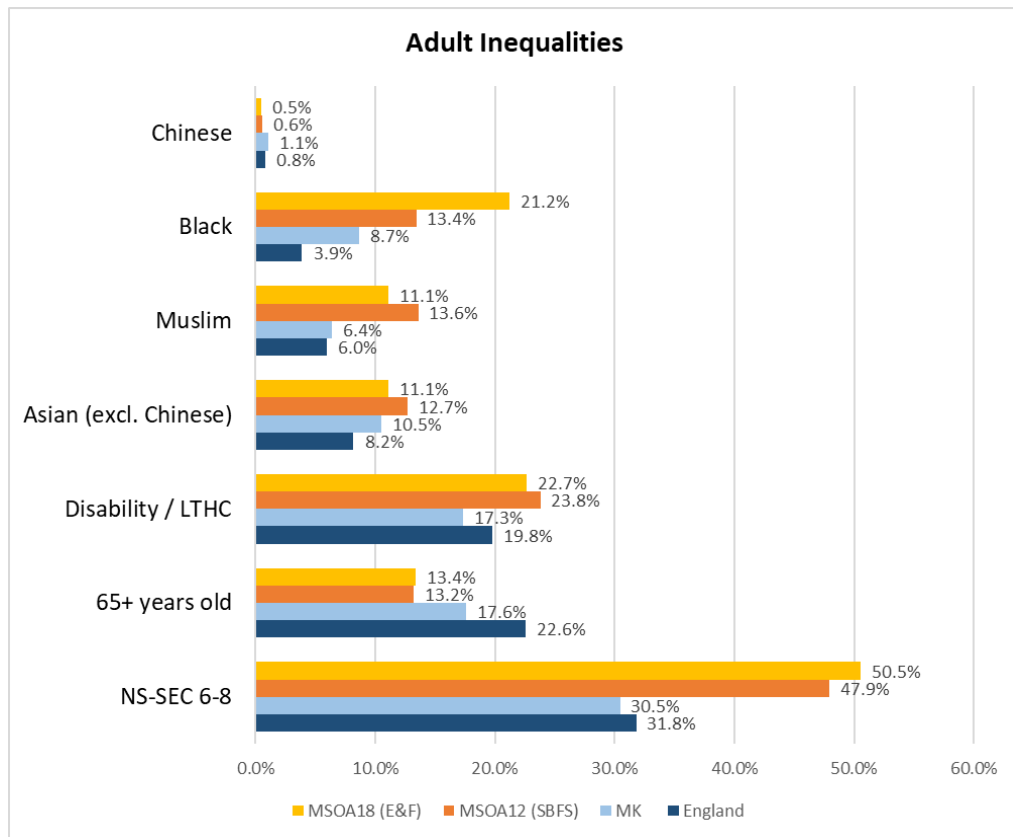
- Disabled people and those with a long-term health condition
- Age 65 and over
- Lower socioeconomic groups (NS-SEC 6–8)
- Asian, Black, and Chinese adults
- Pregnant women and parents of children under one
- Adults of Muslim faith

For children and young people:

- Girls
- Other gender (secondary-aged children)
- Low affluence
- Asian and Black children
- Lack of access to a park, field, or outdoor sports space (secondary-aged children)

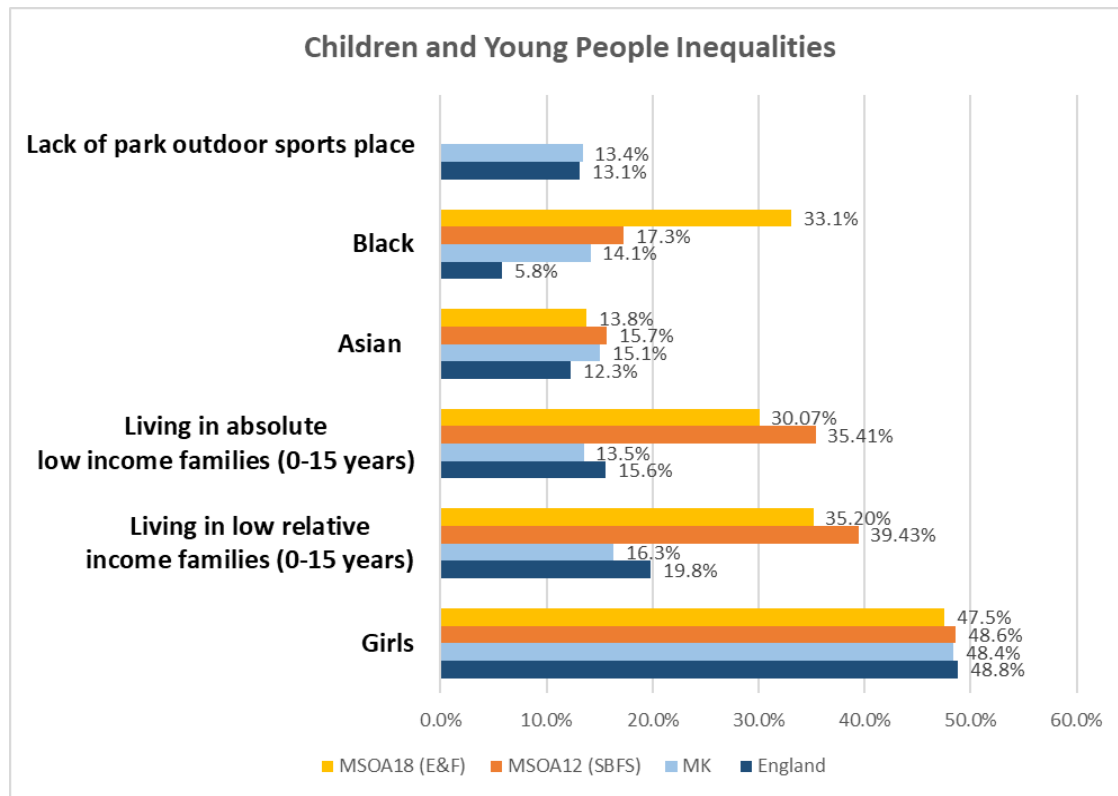
The key driver is not any one characteristic on its own, but rather how many different characteristics a person has. The more you have, the less active you're likely to be.

Sport England's Inequality Characteristics MK Data



- There is a marked difference in the proportion of residents identifying as Black across geographies. MSOA18 has the highest proportion, over five times the England average.
- The percentage of residents identifying as Muslim is around double the England proportion in both MSOAs.
- The proportion of residents identifying as Asian (excluding Chinese) is above the England and MK proportions in all local geographies shown.
- Rates of disability or long-term health conditions are higher in the MSOAs than England and MK
- Both MSOAs have a younger age profile than England and MK.
- The proportion of residents in lower socio-economic groups (NS-SEC 6–8) is higher in both MSOAs than at England or MK level.

Sport England's Inequality Characteristics MK Data



- **Very high levels of child poverty** (both relative and absolute), especially in MSA12
- **Consistent gender balance** across all areas
- **Significantly higher proportions of Black residents**, most notably in MSA18 (Eaglestone and Fishermead)
- **Higher Asian populations** than the national average

Sport England's Inequality Characteristics MK Data Summary

- Around **half of residents** in both MSOAs are in **lower socio-economic groups**, far higher than England and MK
- **Child poverty is a defining feature**, with **30–40% of children** living in low-income households
- Populations are **younger than average**, with notably fewer residents aged 65+
- **Disability and long-term health conditions are more prevalent** than in comparator areas
- Gender balance mirrors national patterns, with **no significant variation**
- Both MSOAs are **highly ethnically and religiously diverse**
- **Black communities are particularly prominent**, especially in MSOA18
- **Muslim populations are around double** the England and MK averages

Audiences for MK Place Areas (Inequalities Characteristics)

Adult Characteristics:

- Low-income households
- Disabled/ LTHC
- Illness and Disability
- Asian (FS & SB+ Area)
- Black
- Muslim Faith

Children and Young People Characteristics:

- Low-income households
- Black
- Asian (FS & SB+ Area)

Related Resident Voice

- Concerns from parents about activity levels of young people.
- Conversations with adults about poor health being a barrier to activity.
- Transport and cost stopping them taking up new activity.
- Parents and grandparents saying activity was not for them but wanted it for children and young people they knew.
- Adults accessing community activities to keep connected to others, could activity be built into social activities.
- Low-cost activity options needed but limited recognition of daily movement and active travel as activity.
- Safety concerns about using outdoor spaces.
- A wish for outdoor assets to be updated or improved so they and others could use it.

Note. More engagement was needed with Black, Asian and Muslim faith communities to understand enablers and barriers to movement and activity. OU have started this via a survey and it will continue into phase 2 of the programme.

Small Group Activity

1. Reflect and discuss what you have just heard, is there any audiences missing, do these sound right?
2. How would you group or prioritise these audiences?
3. What themes of work would you use to engage these? (Optional)
I.e. Community Connection, Pride in Place, Active Travel, Improving and Activating Outdoor Spaces, Health and Wellbeing, Safer Communities....

1. Reflect and discuss do these sound right? what you have just heard, is there any audiences missing?

Audiences missing

- Still not get engagement of Stacey Bushes community fully- key people don't have connections with community but it's a long term process not 5 mins
- Missing some engagement with carers- based on disability and long term health conditions
- Women and girls
- Those with mental health problems/lonely people
- Specific ethnicity or belief systems that have or may create barriers to activity

Data missing

- Educational attainment
- EAL Data/additional culturally diverse populations that may not fit into one of the inequality metrics identified.
- Tracking of NHS services- didn't see any data- attendance at A&E/ ambulance data/GP- be specific in reasoning e.g. bang on head isn't due to lack of PA
- Social care plans/EHCP
- Link to mortality rates- 10 years younger
- Understanding the needs of men and women separately
- Age ranges- different life phases- can we access this data- recently left education, having young children, menopause, retirement
- Voices of Asian and black communities need wider engagement.
- Local modelling data- Public health evidence and intelligence
- New births
- GP Practice Demographic Data
- 0-19 data collection broken down by LSOAs
- LTHC Data- GP Practice level data more controlled and treated- prevalence and market segmentation data. Overlay of inequality data with inactivity data.
- DV shelters
- Temp accommodation
- Breakdown of disabilities/LTHC

2. How would you group or prioritise these audiences?

- Mental health x4
- Low income households x10
- Black and Asian communities x12
- Muslim faith x8
- CYP low income families x19
- Disability adults and children x6
- Long term health x10
- Low income adults x3

- New communities- Polish, Romanian/Urdu, Arabic. Twi, Somalian
- Working age adults- 20-65- no time, working, cant fit it in
- Girls at puberty- before to engage prior to that- don't let them get to that point
- Girls straight out of education
- Stay at home mums/women
- Temp accommodation
- DV refuge

3. What themes of work would you use to engage these? (Optional)

- An area to assemble and accommodate activity e.g. community centre
- Outdoor space/infrastructure to facilitate people to move everyday e.g. repair redways
- Ideas that encourage participation in movement e.g. healthy streets, community feel, feeling pride and safety in place
- Pool of contacts for collaboration of people that attend events with brief information others can access and connect with
- Accessibility of healthy foods can be expensive/people maybe uneducated
- Targetted walking groups, run clubs etc
- Targeting specific groups to build confidence and connections- people may feel more comfortable this way, focus on addressing their interests and concerns. Target key members in the communities



Lunch

1.Community capacity/empowerment:

What shifts are needed?

- mindset**
- behaviours**
- action**

**2.How we want to carry on
working together:**

**What 3 or 4 things do we need to
do to continue to build how we
work together?**

2. How we want to carry on working together:

What 3 or 4 things do we need to do to continue to build how we work together?

- keep going / June idea of meeting up - but focused on the bid?
- develop us as a learning hub or community of practice
- bring all the work to life - what is the £ going to be for
- telling the story of what is happening as it is happening
- tell the story of the change happening as it is happening
- purpose - networking is valuable but needs a shared purpose
- what can each stakeholder bring to the table
- Sharing contact details/job details
- some organisations showcasing what they do/ their gaps and issues to see if there are group solutions
- needing to continue the residents voice conversations - particularly going back to the OU to demonstrate this opportunity (PEP)

2. How we want to carry on working together:

What 3 or 4 things do we need to do to continue to build how we work together?

- how do we embed this work into our own organisation's priorities - getting our own organisation into a state of 'readiness'
- Chris to send personalised e mails - can be very effective
- building a collaborative research interest across the group - is there a Bucks group that does this?
- frequency - connecting to key dates - from September
- important to have a skilled facilities
- conversations about working groups versus this network group - this is your workforce and you don't want to lose that
- Need to include residents
- some call for separate groups for residents
- locality groups - meet with people who work across MK (wont attend 2 locality groups
- ensure there is a place for sharing information
- no issues with venue as Parishes can provide venues
- keep meeting up to drive the process - more specific meetings, who should take part?, involve more residents, getting engagement working
- make one day and activity day to see which sports to offer going forward like, pickle balls, bowls
- Work across the Boards to share ideas and activity lists on LEAP

2. How we want to carry on working together:

What 3 or 4 things do we need to do to continue to build how we work together?

- create area focus groups to take specific needs and deliverable for each area
- track specific promotes and offering from us as individuals and collectively
- actions plans and measure to be produced
- design our communication process us and more specifically with residents
- prioritising long term goal, joint agendas and residents voice, residents involving and working
- sustainability - what we bring to the table, sustainability goes beyond one person in the room
- it's about culture
- quarterly meetings

1. Community capacity/ empowerment:

What shifts are needed?

-mindset
-behaviours
-action

- build trust, lack of other services, e.g. buses
- fixing basic needs, PA as a basic need, moving more, change perceptions
- what is one thing you want to put out to the group
- right side of engagement
- how do we keep working together on this
- how does this fit with prioritisation
- mindset - different in different areas, more need for cohesion, get buy in behaviours –
- ask do we know? had their voice?
- create positions for local people
- use the grassroots
- find the individual/whole person to move their focus from other issues
- action - more up to date mapping
- community champions/natural leaders
- get people together
- bring back community enablers, loved experience and know the area well
- facilitation to continue to collaborate for outcomes that we would like to see

1. Community capacity/ empowerment:

- prioritise long term goals, joint and shared goals
- networking
- carry on with our pursuit of shared outcomes
- incentivise community champions
- Education, direct to people, support folk to prioritise activity- use schools as they know who need it and have the links
- use data to analyse need, rather than own agenda
- Develop systems that support capacity for all organisations

What shifts are needed?

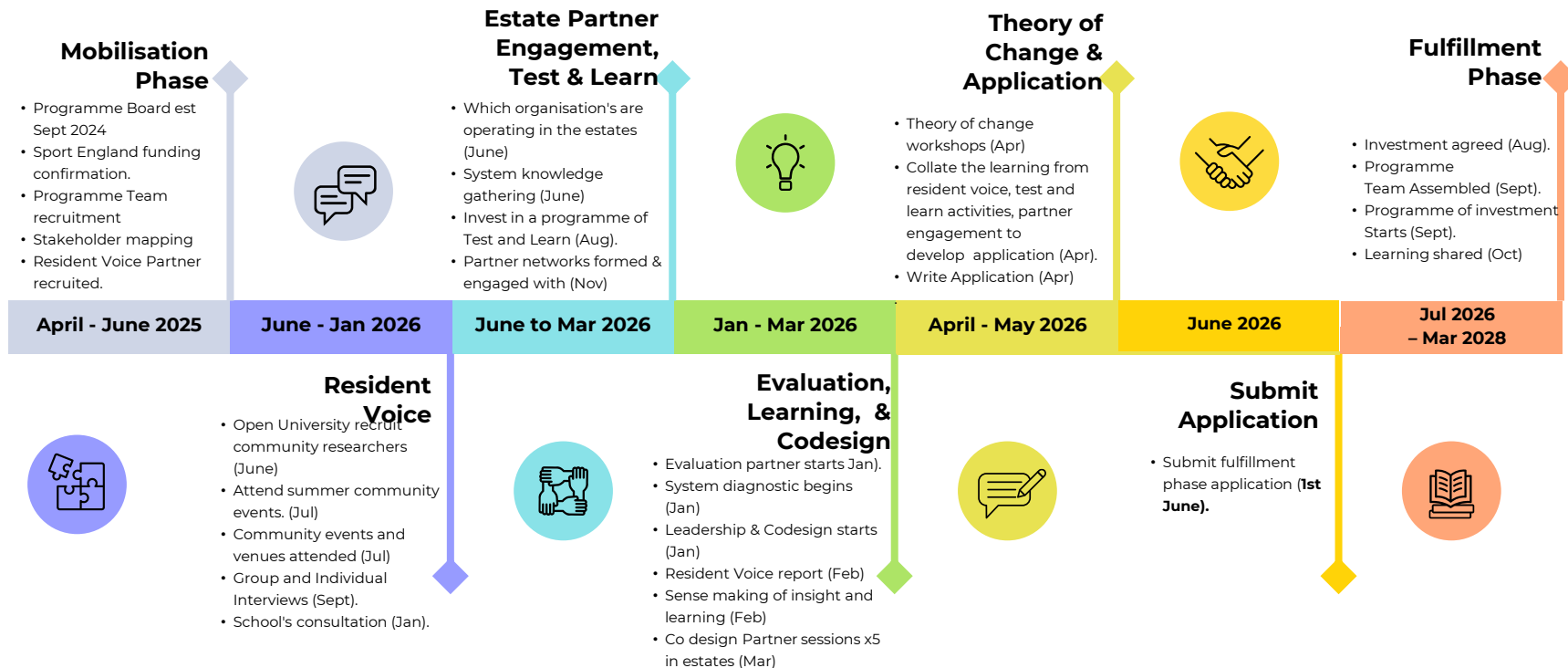
- mindset**
- behaviours**
- action**

1. Community capacity/ empowerment:

- shift from short term to long term goals being bold and putting aside individual goals for agreed shared goals for systemic changes
- joint agenda. shared initiatives with shared ownership and weight of delivery (and how do we convince the community of this)
- need our stakeholders on board
- empower communities involved in these discussions ongoing review
- form of measurement to include what will you do from community and feedback power, amplify voices
- can we have residents involved

What shifts are needed?

- mindset**
- behaviours**
- action**



MK PEP Discovery Phase Timeline 2025-26



Close

17th June 10.45–13.30
YMCA MK