

Breaking barriers: System transformation through collaboration

Welcome

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NORTH YORKSHIRE

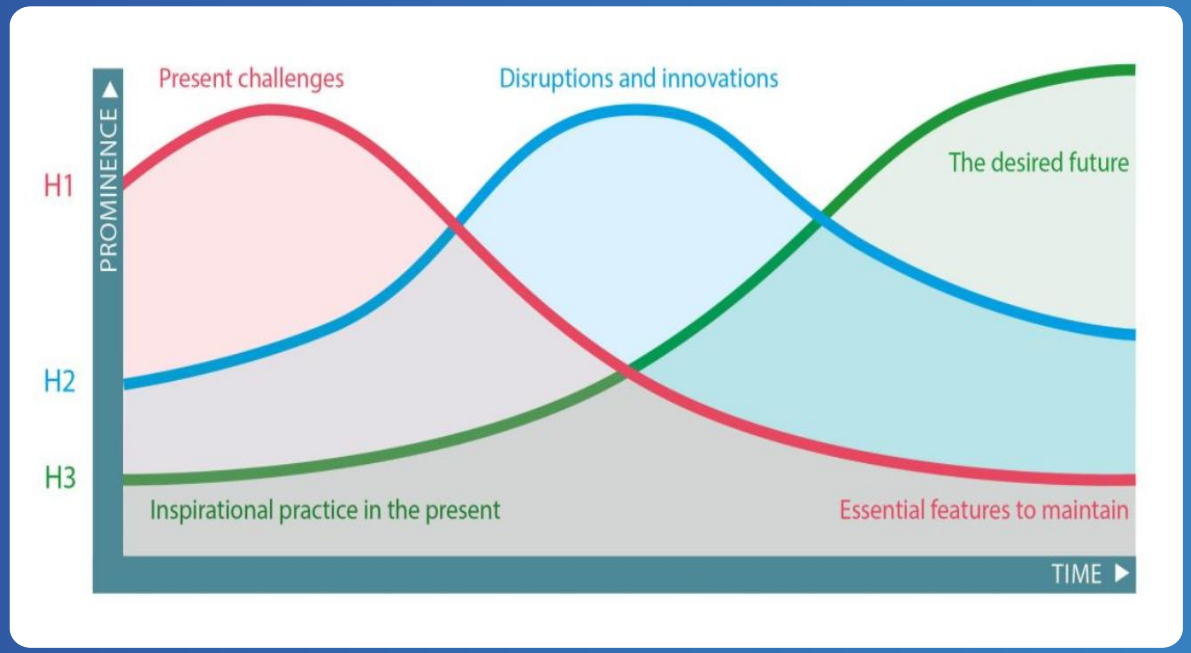
Understanding system transformation



Bing Videos

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Three Horizons –
a way of framing transformation



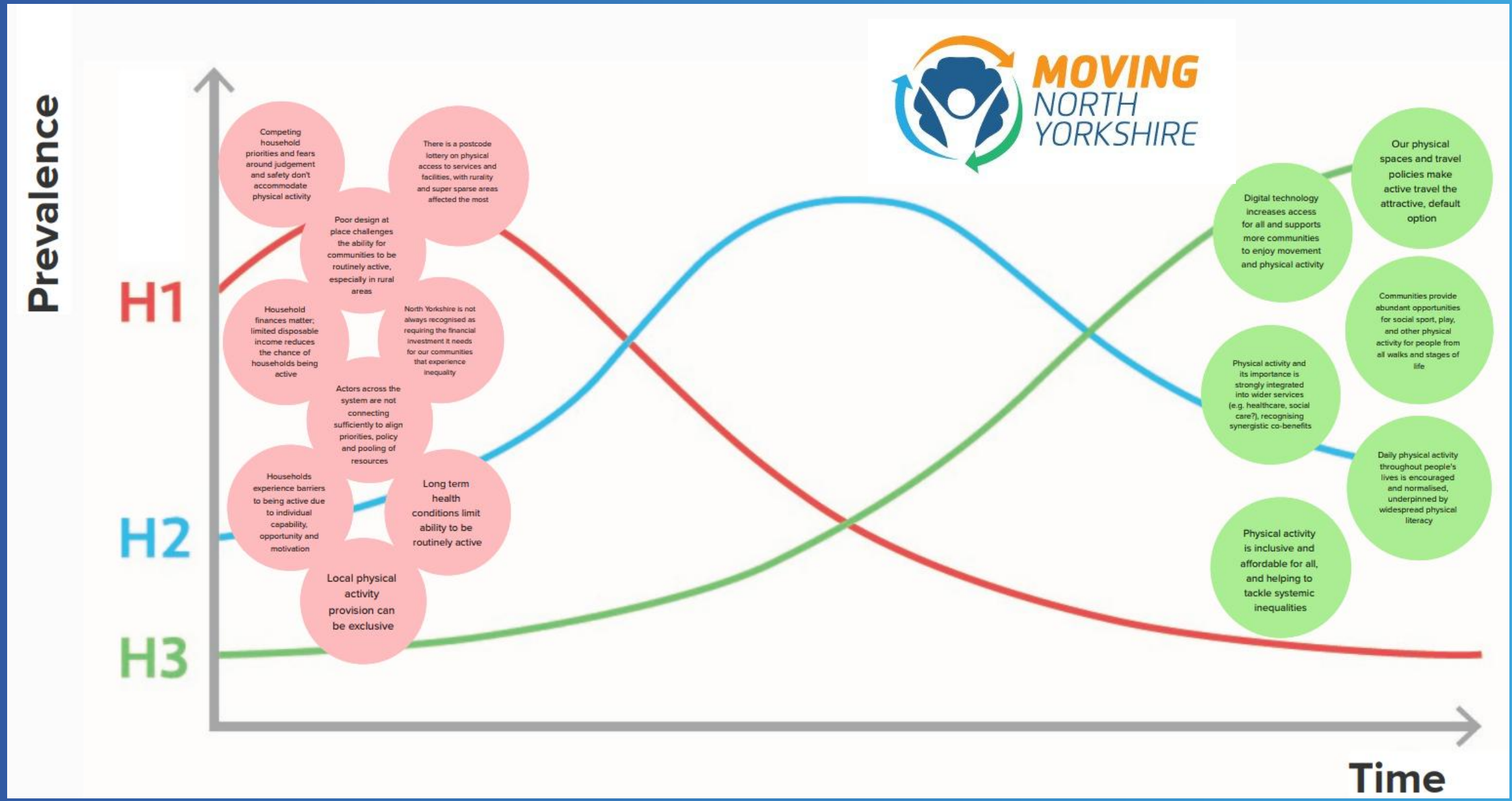


Where are we now? Understanding the current state of the system (H1)

Where do we want to be? Vision and values of a transformed system for the future (H3)

How do we get there, collectively? Actions that reinforce transformation (H2)

How will we know? Underpinned by transformative governance and evaluation


MOVING NORTH YORKSHIRE
Prevalence
H1
H2
H3
Time
Competing household priorities and fears around judgement and safety don't accommodate physical activity
There is a postcode lottery on physical access to services and facilities, with rurality and super sparse areas affected the most
Poor design at place challenges the ability for communities to be routinely active, especially in rural areas
Household finances matter; limited disposable income reduces the chance of households being active
North Yorkshire is not always recognised as requiring the financial investment it needs for our communities that experience inequality
Actors across the system are not connecting sufficiently to align priorities, policy and pooling of resources
Households experience barriers to being active due to individual capability, opportunity and motivation
Long term health conditions limit ability to be routinely active
Local physical activity provision can be exclusive
Digital technology increases access for all and supports more communities to enjoy movement and physical activity
Our physical spaces and travel policies make active travel the attractive, default option
Physical activity and its importance is strongly integrated into wider services (e.g. healthcare, social care?), recognising synergistic co-benefits
Communities provide abundant opportunities for social sport, play, and other physical activity for people from all walks and stages of life
Daily physical activity throughout people's lives is encouraged and normalised, underpinned by widespread physical literacy
Physical activity is inclusive and affordable for all, and helping to tackle systemic inequalities

Why transformation is needed

The barriers are social, environmental, structural and system-level, not simply about individual motivation.



Everyday pressures

Time, cost, routines and competing responsibilities make activity feel like an added burden rather than part of daily life.

Place and access

Poor design, rurality, transport barriers and limited local provision can make opportunities harder to reach.

Inclusion and confidence

Some provision does not feel welcoming, affordable or appropriate for everyone.

Fragmented leadership

Different organisations can struggle to align policy, resources and delivery around the same goals.

Imagine the difference...

A future where movement is normal, easy and enjoyable for everyone.



Healthy places

Physical environments and travel choices encourage walking, wheeling and cycling as convenient default options.

Connected communities

Inclusive, affordable, socially focused opportunities support people of all ages and backgrounds.

Movement in services

Health and wider services recognise movement as part of prevention, wellbeing and independence.

Equity built in

Barriers linked to cost, confidence, safety and accessibility are identified and reduced.

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Priority actions for transformation

Three areas where collective action can disrupt the status quo and create system-wide change.

1. Create a culture of joyful movement

Normalise movement as enjoyable, sensory, positive and free from stigma. Support movement-rich schools and people-first neighbourhoods.

1. Inspire a new generation of movement-rich schools by leveraging policy and leadership, teaching approaches, whole school design, and whole school community partnerships.

2. Design neighbourhoods as safe, walkable, people-first places that nurture childhood freedom - created through shared* people-centred design that encourages active living over car dependence where independent play and discovery can thrive. *Planners, developers and communities

2. Pride in local places

Protect and reimagine green and blue spaces, parks, streets and community places through genuine community collaboration.

1. Reimagine parks & open spaces through deep community collaboration, transforming them into inspiring places where all ages can move, play and connect.

2. Give residents genuine influence and tools to shape their surroundings*, ensuring spaces reflect local identity, culture, and ambition. *Streets, parks, green and blue spaces, public squares, and community places used every day

3. Create healthy streets that connect routes from origins (where people live) to destinations (where people want to get to) e.g. parks, schools, health care

3. Movement as personalised wellbeing

Embed movement within health and social care strategies, pathways and workforce development using shared language and trusted voices.

1. Transform health and social care into a movement-promoting system by ensuring leaders prioritise physical activity in strategies, pathways and workforce development, and enabling professionals to routinely and confidently discuss it with patients.

2. Transform education and professional standards so the entire system speaks a common language & framing of movement, positioning all deliverers* as an enabler of prevention, recovery, and independence. * VCSEs, clinicians, local authorities.

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Parts of the system we are trying to change (the action domains)	Priority actions to support transformation
Secure affordable nutritious food for all - Tackling the root causes of food insecurity and creating the right conditions for everyone to have equal access to nutritious food, regardless of income, geography, disability or dependency.	1. Connect local community food providers and set up local joint arrangements. 2. Implement a 'local sourcing' food procurement policy. 3. Improve awareness and knowledge of those in client public-facing roles in food insecurity issues.
Raise Yorkshire pride in food businesses - Celebrating and supporting a local food economy that prioritises local food products, connects food producers and food citizens, and progresses more self-reliant and resilient food networks. Putting good food entrepreneurs and enterprises at the heart of local economic development to ensure that buying local is the healthy and easy choice whilst also creating jobs, businesses and prosperity and regenerating high streets and local places.	1. Develop a North Yorkshire strategy for growth and development of holistic food/business approaches. 2. Establish a dynamic food purchasing system*.
Welcome innovation in food industry - Developing and utilising the emerging science and innovation in diet and nutrition to improve the nutritional quality of food produced for our food citizens.	
Shape local spaces for healthy food communities - Communities reaching their full potential to access land and capital assets to grow their own food or set up community spaces for making eating and sharing food, forming strong community connections and resilience. Food hubs being the centre of all communities and are the places to go for local, nutritious produce.	1. Establish 'know how to grow and cook' schemes in schools and communities. 2. Establish a county-wide community growing initiative.
Produce food with nature - Creating abundant spaces where people, plants and wildlife can thrive together to produce more food with better managed natural resources (including water, soil, and woodland). Promoting sustainable practices of land, ocean and freshwater management that improves biodiversity, regeneration and better captures and stores carbon.	1. Invest in farmer-led knowledge transfer about regenerative agriculture. 2. Introduce differential lending for regenerative farming investments. 3. Develop a public-facing campaign for direct action in food sustainability.
Create an eat well culture through valued nutritional education - Enabling and inspiring food citizens to have a better understanding of the nutritional value of healthier food and how we can experience this easily and affordably in our everyday lives; increasing self-efficacy, skills and motivation to prepare and consume nutritious food.	1. Develop and roll out a 'whole school approach to food'. 2. Embed Rethink Food's** 'high school ready' programme for Year 6 pupils.
Facilitate circular food economies - Encouraging regenerative food production and effective business solutions to reduce avoidable food loss, waste and pollution. Circulating products and materials (at their highest value) and regenerate nature. Removing linear 'take, make, waste' practices.	1. Ensure stronger retail incentives for regenerative farming. 2. Support business clusters*** through investment and local planning.

Understanding the barriers to system transformation

"What is the biggest barrier preventing effective collaboration and system transformation in North Yorkshire? – pick a particular system as an example to put the barriers into context when feeding back"

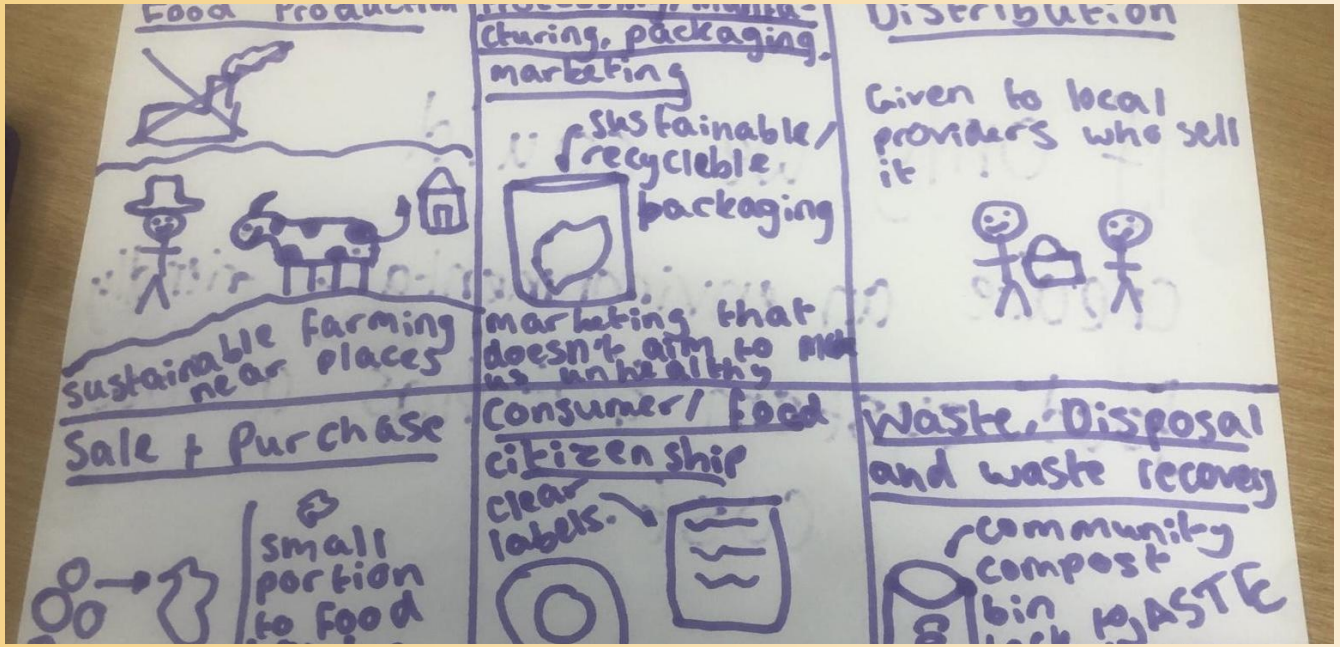
Examples:

- Food system
- Physical activity and movement system
- Children and young people's system
- Healthy ageing system
- Climate and sustainability system



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Breaking barriers to participation and voice in systems transformation



Community future food aspirations are system-wide

''If only we could……''

"…feed the poorly and the homeless people" (KS3, Scarborough)

"…make the most of what we have." (KS3, Skipton)

"… have food near-by with a low cost." (KS3, Skipton)

"…reduce the control of the supermarkets in the food chain." (SME)

"…help the next generation understand the value & importance of healthy, local food [education]." (SME)

"…..have no more need for foodbanks." (CFP)

"…help people and families eat better & healthier within their current resources." (SME)

"…teach people how to eat well." (SME)

"…produce more sustainable, less processed foods". (KS3, Skipton)

"… treat food as a public good and respect everyone's right to affordable, nutritious food." (CFP)

"…have a system that means people don't have to choose between quality food and something else." (CFP)

"…less single-use plastic…" (KS3, Skipton)

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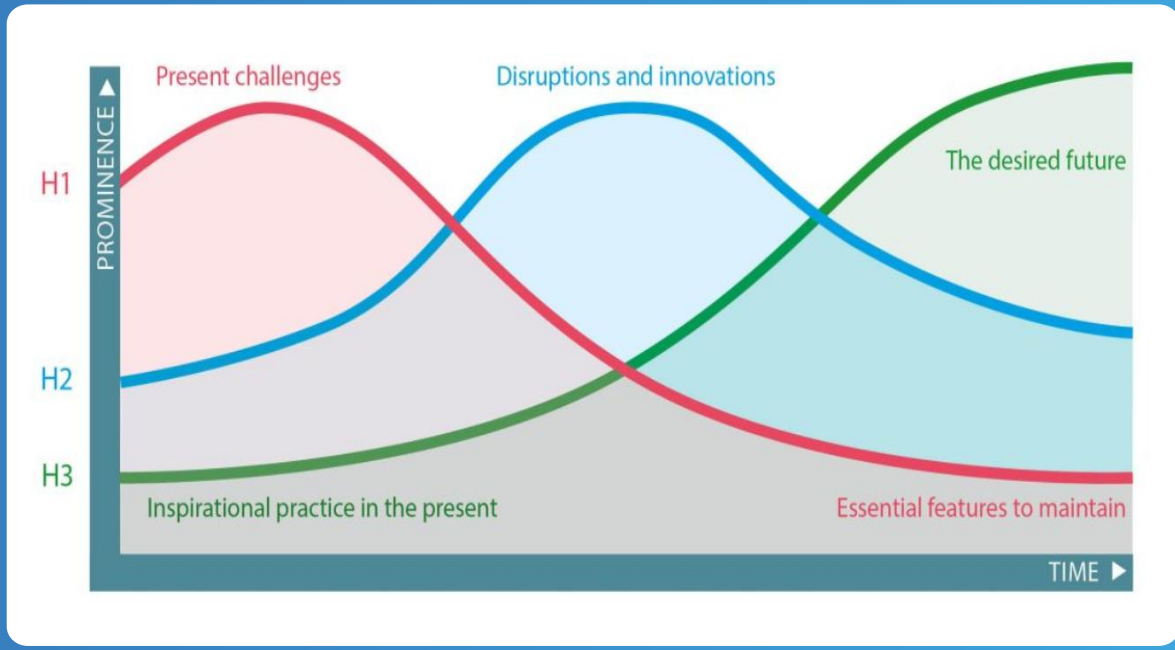
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1. Whose voices are currently under-represented in the systems you work within?
2. What barriers prevent their participation?
3. What practical changes would help remove those barriers?

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"One thing I will do differently to help break barriers and strengthen collaboration is..."





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Further reading

Access the Food for the Future Framework here: zenodo website

Access a video to Three Horizons Framework here: Bing Videos

Access a video of the Moving North Yorkshire system transformation workshops here: Bing Videos



Cohering system change at scale.pdf



Thank you

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Identifying the‘Key to Change’ Actions

NORTH YORKSHIRE COUNCIL

FixOurFood

Disrupts negative patterns
Positively disruptive and helping a radically different kind of future to emerge

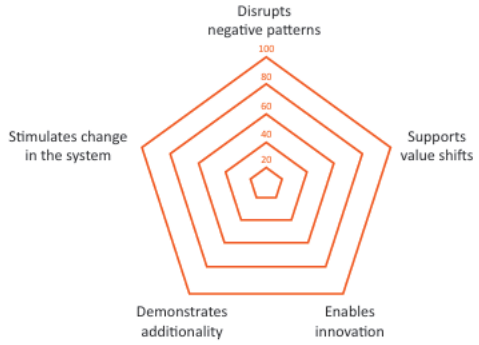
Supports value shifts
Potential to encourage deeper shifts in the underlying values towards the future vision

Enables innovation
Protect and grow pockets of innovation that we want to see in the future vision

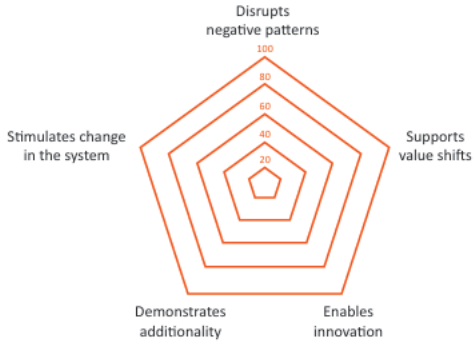
Demonstrates additionality
Something new and necessary, not replicating other existing action

Stimulates a change in the system
Creates a new pattern which enables systems thinking and action

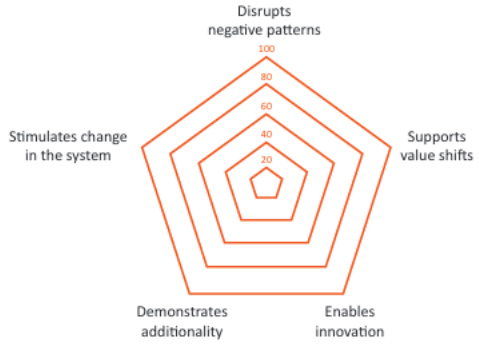
Action



Action



Action



Action

