






FROM INSIGHT TO ACTION

Thanks for joining us for our second How & Why Hub! We hope you enjoyed the discussion and found it a useful time to reflect. Your input helps us gather valuable insight and put learning into action, helping inform practice, strategy, and investment.

SESSION THEMES: ...

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Strong relationships as a foundation:
 Genuine interest and understanding people’s needs and perspectives helps underpin every approach. Better quality insight is achieved when people feel understood and safe to share .
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Prioritising conversations and storytelling:
 Importance of using a range of methods and encouraging people to share their experience to gather richer insights. Informal discussions and qualitative engagement can be powerful.
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Need for clarity and visibility:
 It's not enough for the data to exist, in order to drive action it needs to be visible, credible, and easy to understand. Sharing our insight is vital to enable leaders and stakeholders to take informed action.
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Awareness of accessibility:
 From data collection through to sharing of insight, being mindful and flexible with methods and communication is key. Issues such as digital access, language barriers, technical jargon, or time consuming surveys can all limit engagement.
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Balancing structures and boundaries with freedom to act flexibly:
 People need to feel empowered to act on insights, and use their expertise and professional judgement. Action requires trust, freedom and capacity to implement changes.

THE ENABLERS OF ACTION!

- **Trusted relationships** (trust fosters openness and increased willingness to share)
- **Curiosity & genuine listening** (openness and coming without preconceptions)
- **True insight takes time** (to do this well requires a foundation of trust)
- **Creativity** (not being restricted by rigid ideas, whether that’s methods or solutions)
- **The value of sharing** (learning from each other grows our combined evidence base)
- **Continuous and embedded process** (feedback & adaption part of everyday)
- **Freedom to iterate** (need to be empowered to flex and implement feedback fast)



FROM INSIGHT TO ACTION

“THE DATA HAS BEEN AMAZING IN CHAMPIONING THE WORK WE DO, AND HIGHLIGHTING WHERE WE NEED TO DO THINGS NEXT”

The importance of using evidence, data and learning to spotlight the impact of current workstreams, and pointing us towards what can be done to support initiatives going forward.

SOME IN PRACTICE EXAMPLES OF INSIGHT DRIVING ACTION:



ESSEX PEDAL POWER: A DATA INFORMED APPROACH

Establishing insight: Using a combination of data types and sources such as deprivation data, frontline delivery, and participant feedback to gain insight.

Action: Data led decisions around where Essex Pedal Power would be targeted, and which communities it would be focused on.



USING CONVERSATIONAL METHODS

Establishing insight: Gaining understanding and feedback from participants through informal conversations rather than long surveys which can be a barrier to participation.

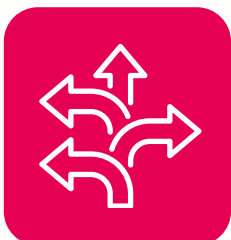
Action: Emphasis on collecting data through informal and qualitative means, rather than formalised data collection methods.



GAINING INSIGHT THROUGH OUR NETWORK

Establishing insight: Capitalising on stakeholders with relationships to key community groups such as single parents and families - third party information gathering.

Action: Applying for funding that supports childcare so single parents can access physical activity sessions, removing barriers to engagement.



BEAT THE STREET: FLEXIBLE APPROACHES

Establishing insight: Understanding needs and barriers for different participant groups - discussion with them highlighted the benefit of flexibility and different types of methods.

Action: Using different sign up methods for the beat the Street programme for elderly participants who may struggle to remember their email addresses - using phone number-based sign up ensures they can sign up in a way that suits their accessibility needs.

We'd love for you to join us for our next conversation.
To find out more about our How & Why Hub approach or to be invited to an upcoming session contact Rachel Newby: rachel.newby@essex.gov.uk

UPCOMING THEMES



We'd love for you to join us for our next conversation!

Our next topic is “Community Voice and Capacity” where we will discuss how places ensure community voice is integrated into our day to day approach. Together we will explore the importance of meaningful involvement of people with lived experience, and what we can do to help empower community members to speak up and get involved.

Building Trust Across Systems	_____	04 DEC 25
From Insight To Action	_____	04 JUN 26
Community Voice and Capacity	_____	03 SEP 26
Embedding and Sustaining Change	_____	TBC

WHAT IS A 'HOW & WHY HUB'?

A regular learning conversation facilitated by the Evaluation team and designed to help Active Essex and local partners make sense of how and why change is happening in Essex. The aim is to strengthen collective understanding of what enables progress and where barriers remain and support ongoing learning across Essex. Expect open discussion as a group and smaller, more focused break out conversations.

WHO CAN JOIN?

Hubs include a diverse mix of strategic, operational, and community-level voices to ensure learning is grounded in a range of perspectives. e.g. Relationship managers, Place Leads, Local Authority Officers, VCSE Partners, and Health and Care Partners. Contact Rachel Newby to hear more or get involved: rachel.newby@essex.gov.uk

WHAT DO WE DO WITH THE INFORMATION WE GATHER?

Insights from How and Why discussions help feed real-time qualitative evidence into our reporting cycles throughout the year and support a rhythm of learning-in-action, ensuring insight continually informs practice, strategy, and investment.