



Active In The Community

2023-24

IMPACT REPORT





FOREWARD

Welcome to Active in the Community CIC (AIC) annual impact report - covering the 12 month period from November 2023.

As we reflect on 2023/24, I want to extend a heartfelt thank you to everyone who has supported us this year. From our incredible team and dedicated volunteers to our partners, funders, and participants—you have all played a vital role in making this year a success. Together, we've continued to build a stronger, more inclusive community, reaching those who need us most.

This year, we were privileged to engage almost 10,000 unique participants across our programmes, connecting with some of the most vulnerable residents in Hertfordshire, Buckinghamshire, and Berkshire. Whether through donating free bicycles, opening a new inclusive cycling centre, or expanding women-only swimming sessions, we've taken meaningful steps towards breaking down barriers and creating opportunities for all.

We couldn't have achieved any of this without the steadfast support of Buckinghamshire Council, whose financial contributions have been invaluable, and the ongoing collaboration with our Active Partnerships, LEAP and Herts Sport & Physical Activity Partnership. To our grant givers, whose logos will proudly feature in this report, we thank you no end - without the funding we wouldn't be able to provide our services.

Looking ahead to 2025, our focus is clear: to ensure that every project we run is sustainable and poised for growth, so we can reach even more people in need. Among our exciting plans are the expansion of our Bike ReCycles project, bringing repair hubs to more locations, and extending our inclusion work with innovative outreach efforts. We are also exploring new initiatives, such as a disability bike hire scheme, young careers project and referral schemes to further support individuals in our communities.

Thank you once again for being part of this journey. We look forward to another year of creating positive change.



KIRSTY GILLINGHAM
DIRECTOR, ACTIVE IN THE COMMUNITY

PERFORMANCE OVERVIEW



£445,000 of
grant funding
received



9,840 unique
participants
engaged



23,079
throughput of
participants



Over 30
programmes
delivered



25+ volunteers
supporting
delivery



10,136
digital followers



Managing the
facilities of x15
School sites



Managing x3
community
assets

Engaging the following target audiences:

Children & Young People, Older Adults, Ethnic Minority, Women & Girls, Disability & Inclusion.

FACILITIES



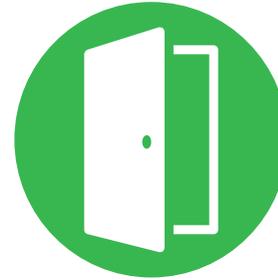
15 schools



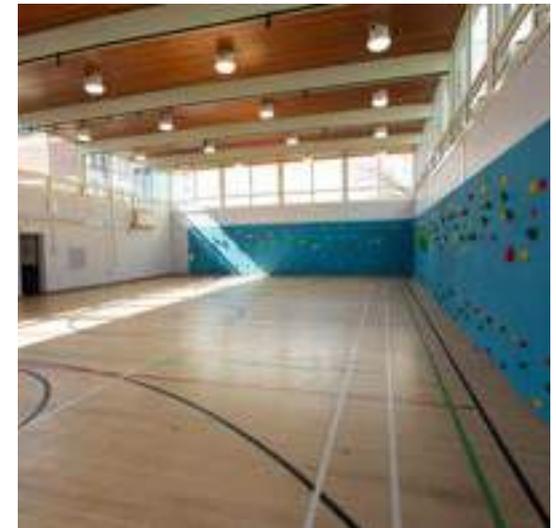
700+ hirers



65,000+ hours
of lettings



1 million visits
per year



Through our fully managed school lettings service, our focus is on ensuring we deliver the highest quality and best value to the schools and local community.

Although we are already the largest service operating in schools across Bucks, Berks and Herts, our ambition in 2025 is to expand this further to ensure we reach even more communities locally. We will also be introducing a number of new programs to further benefit the local residents, such as a free tennis membership covering over 50 courts.

We are so grateful for the support of our schools, grassroots clubs and professional partners and we look forward to growing these partnerships further.



JAMES CAVALIER

DIRECTOR, ACTIVE IN THE COMMUNITY



PROJECT HIGHLIGHTS - FOREVER CYCLING

Forever Cycling is a low mobility cycling initiative for over 50s, providing users with a virtual cycling experience around some of the world's most iconic locations. Using MotiTech technology, participants will watch a recording of a trip to one of over 2000 worldwide destinations, whilst pedalling at their own pace with our set of exercise pedals at their feet! These sessions are a great way to increase physical activity levels, and with an opportunity for tea, coffee and biscuits can help combat social isolation and loneliness.

"It's helped me improve my fitness levels since a heart attack"

- Forever Cycling Participant

SOCIAL IMPACT

Forever Cycling supported 417 participants to improve cardiovascular health and **reduce fall risks** by enabling them to engage in regular physical activity. This helped **reduce their risk of cardiovascular disease by up to 30%** and may have prevented 27-47 falls annually, saving the NHS up to £122,200.

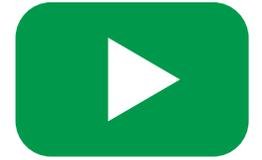
PROJECT HIGHLIGHTS - INCLUSIVE CYCLING

Hear what these sessions
mean to volunteers,
participants, and their
carers! 



The Inclusive Cycling project engaged **241 participants**, ensuring accessibility for individuals with disabilities and promoting physical activity within the family. **By offering tailored cycling sessions, the project helped reduce participants' risk of symptoms of depression and anxiety by up to 30%.** This initiative has a significant impact on addressing inequalities, with disabled individuals almost twice as likely to be inactive compared to those without a disability. The project also **enhanced mental health, well-being, and social inclusion, empowering disabled participants and reducing social isolation.**

Hear what these sessions mean to our participants!



PROJECT HIGHLIGHTS - WOMEN ONLY SWIMMING

“
I've always wanted to swim, but it hasn't been possible due to my religion. Even some “Ladies only” sessions still have windows which makes the pool visible to others. AITC's sessions are fully private, which gives me and the other ladies **a safe and comfortable space to learn to swim.**”

- Women Only Swimming Aylesbury Participant

173 women learnt how to swim
150 from ethnic minority backgrounds



The Women's Only Swimming Lessons project engaged 173 women, including 150 from ethnic minority backgrounds, in learning to swim in a safe and supportive environment. By enabling these women to engage in regular physical activity, the project **helped improve their cardiovascular health, reducing their risk of CVD by up to 30%**. It also provided a unique opportunity for women to **overcome cultural and religious barriers to swimming**, empowering them and promoting greater social inclusion. The project contributed to **improved mental health, well-being, and community cohesion** for women who might otherwise be excluded from traditional swimming pools.

PROJECT HIGHLIGHTS - CHILDREN & YOUNG PEOPLE

Over **150 unique participants** engaged in North Buckinghamshire across **X7 different sessions** on offer every week.

“There are so many things we like about Touch Tennis. For my boys **we need activities to be accessible**. They both have very different needs and it's tricky to find **something that they can do together that isn't gaming!** It's brilliant that it is run in a comfortable environment. I have noticed the boys are speaking a lot more to the coach, as they both struggle with situational mutism. Being able to practise those skills weekly not only gives them a routine of **doing something active** but has also **helped their confidence immensely.**”

- Parent of Touch Tennis Participants



PROJECT HIGHLIGHTS - BIKE RECYCLES

A bike donation project delivered across Aylesbury in Buckinghamshire. Recycling unwanted bikes for those in need.



252 bikes
donated



124 bikes delivered
to recipients in
Aylesbury



111 referrals



On track to deliver
200 bikes to those in
need by Spring 2025

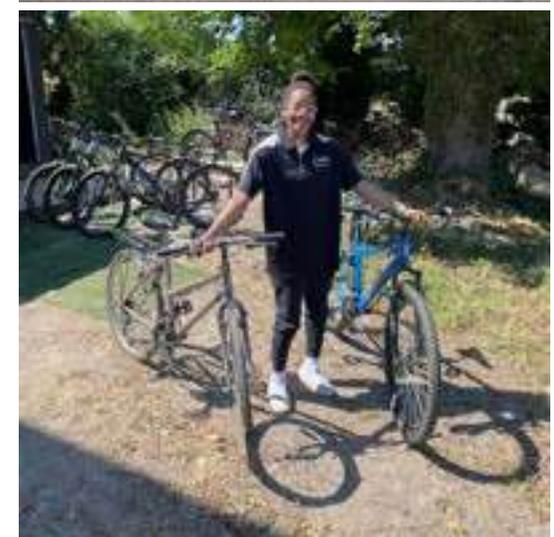


*Thank you so much for the bike, this is really going to **help me out massively**. I can't thank you enough I'm currently homeless and usually have to walk everywhere. **Having a bike will make a huge difference.***

- Recipient of donated bike

***"I couldn't believe this is real.** My husband didn't believe me either. What you're doing is amazing!"*

- Recipient of donated bike



PROJECT HIGHLIGHTS - PARK PLAY

ParkPlay is two hours of FREE fun every Saturday in local parks and open spaces. It's delivered by the local community, for the local community.

People of all ages are welcome to join in the active and inclusive games. It's a safe, welcoming way to connect and have fun!

736 sign ups

Four locations:

Hemel Hempstead- Yewtree Primary School, Letchworth - Creamery,
South Oxhey- Warren Dell Primary School, Welwyn Garden City - Woodhall

X4 more Parks coming to Hertfordshire in 2025!



PROJECT HIGHLIGHTS - OTHER PROJECTS

Staying Active, Staying Connected - SASC

Aims to help older adults become more active by connecting them to existing programs and spaces in their community.

- 114 surveys completed
- 191 local activities mapped
- 50 participants attended x3 Lunch & Learn events,
- x3 Meet & Move events still to go

"A fantastic session and very informative. Really good speakers. There should definitely be more sessions like this. Well done for organising."

- Attendee of Lunch & Learn Event



Slough Disability Sports Taster Event

This event aimed to give those with additional needs the opportunity to try a new sport. The following activities were on offer throughout the day:

- Wheelchair Rugby,
- Multi-Sports (Kurling, Basketball, Tennis),
- Disability Football
- Inclusive Cycling

"Really appreciate the personal attention my child received, as the smaller group allowed for focused interaction."

- Parent of Event Attendee



Hertford PCN Referral Tai Chi

This Referral only Tai Chi programme is the first of its kind to specifically fund weekly Tai Chi classes for the Hertford PCN to directly refer patients into.

- 2 Tai Chi classes - one in central Hertford and one in rural Hertford
- 36 referrals received from social prescribers/practitioners within 3 weeks of launching the classes
- Central Hertford class is now full with a waitlist

"As the weeks go by it feels as though something is kicking in!"

- Tai Chi Participant



THANK YOU TO OUR FUNDERS



HERTFORD TOWN COUNCIL



BOROUGH OF BROXBOURNE



CLARION HOUSING

