

agile

ACTIFY

# Vision and mission

We live in a more active nation, that is happier and healthier as a result of quality physical activity being available to all.

Actify is a social enterprise that helps individuals and organisations to achieve outcomes through sport and physical activity by increasing knowledge and understanding on relevant topics.



# Context

## Active Scotland Outcomes

**We encourage and enable the inactive to be more active**

**We encourage and enable the active to stay active throughout life**

**We develop physical confidence and competence from the earliest age**

**We improve our active infrastructure – people and places**

**We support wellbeing and resilience in communities through physical activity and sport**

**We improve opportunities to participate, progress and achieve in sport**

**Equality: Our commitment to equality underpins everything we do**

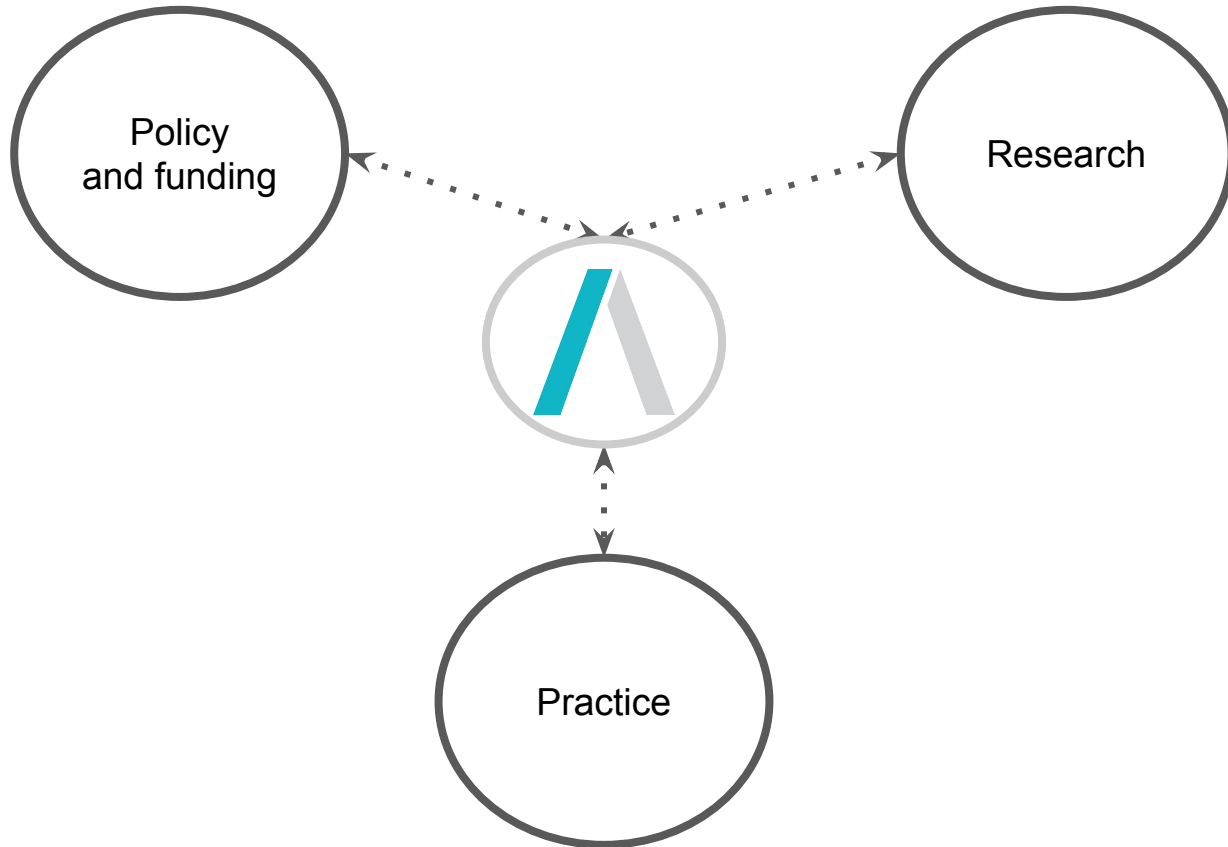
# Outcome 4: We improve our active infrastructure – people and places

“Professionals throughout Scotland’s health and social care system, coaches and volunteers who enable and encourage Scotland’s people to get involved in physical activity and sport at all levels; staff in care homes, leisure facilities, and many other settings who support people to be more physically active – all of these roles are central to achieving the ambition of making people in Scotland more active, more often. Ensuring they have the skills, support and resources to enable them to carry out their essential work effectively is an important aspect of the actions under this outcome.”

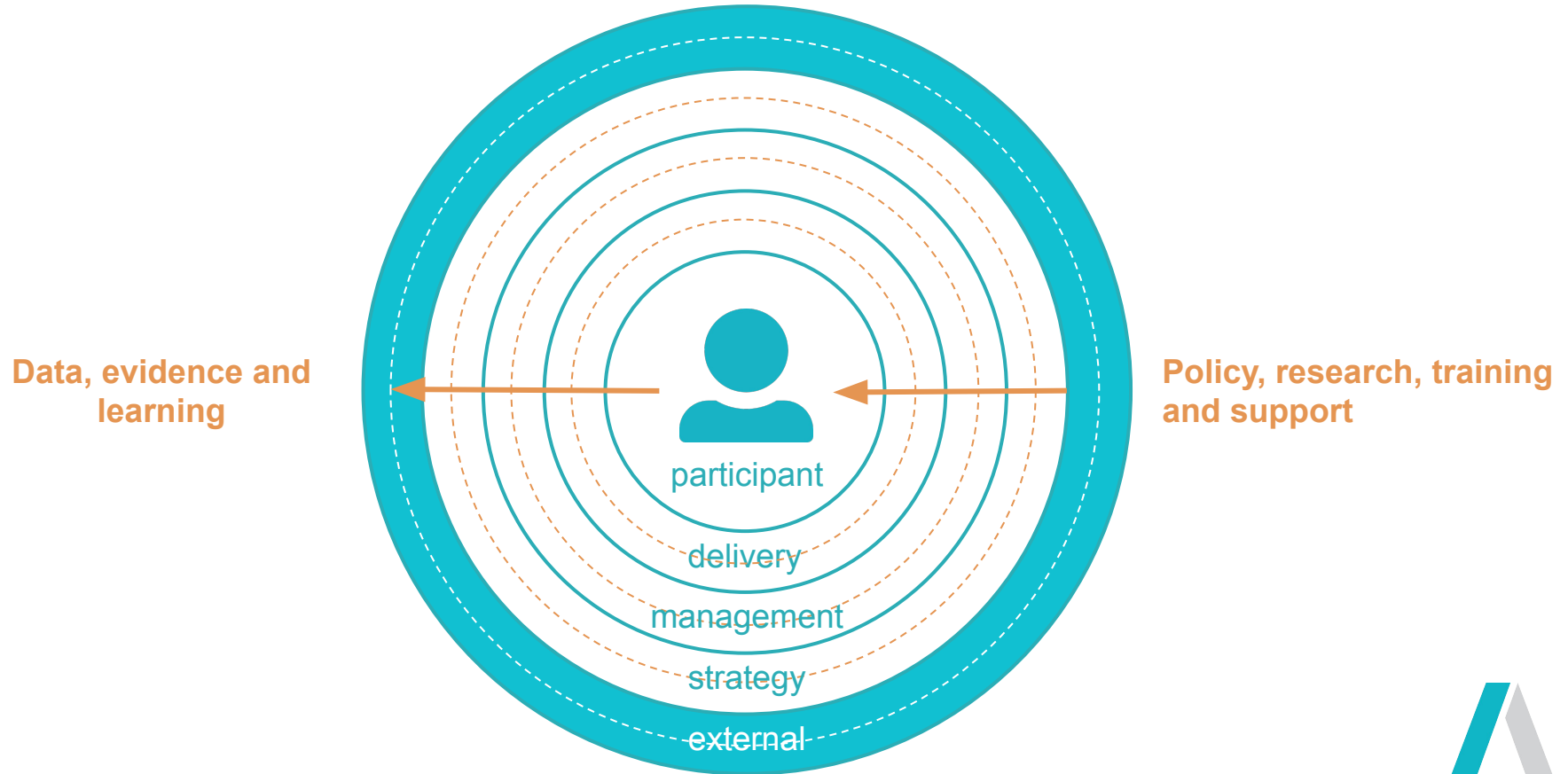
*A More Active Scotland: Scotland’s Physical Activity Delivery Plan* (The Scottish Government, June 2018)



# Context

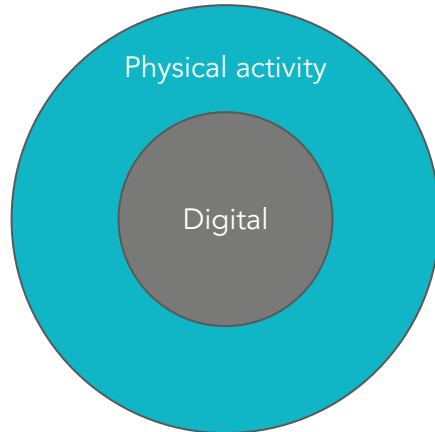


Increase in knowledge, understanding and quality



# Actify offering

By combining a deep understanding of sport and physical activity with expertise in digital technology we develop new and exciting ways of learning and sharing that supports people and organisations throughout the system.



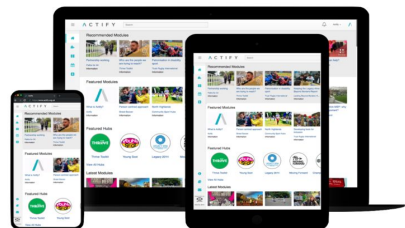
# ACTIFY

Platform

Support

Content

Programmes



# How can the digital world help us?



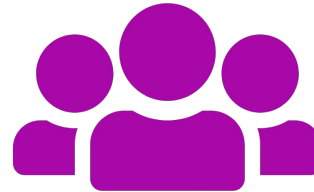
Tools



Content



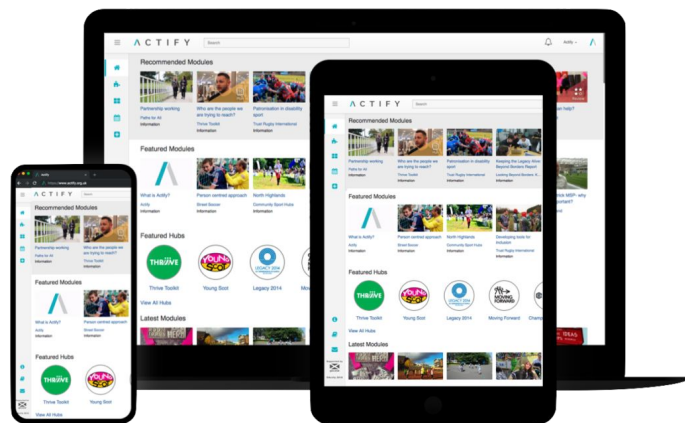
Data



Users



# ACTIFY



The platform that helps  
you learn, share and get  
people moving.



Learn



Share

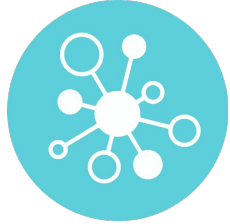


Move

[www.go.actify.org.uk](http://www.go.actify.org.uk)



# How can Actify help?



- 1) **Increase profile and impact** by sharing knowledge and learning



- 2) **Improve quality** and impact of services through enhanced training and support for staff and volunteers



- 3) **Track reach, progress and impact** through data and insights



# Benefits of Actify

- One quality tool for the sector that is scalable, reducing duplication and cost
- Connects many organisations and practitioners
- Enables and supports learning across the sector
- Developed in collaboration with the sector
- Brings content to life
- Live and evolving
- Collate and analyse data to support development



# In the last 3 years....

## We have:

- Built a new web app using the same cutting edge tech that Facebook and Twitter use
- Helped organisations to create 40 Hubs
- Helped to publish 370+ Modules with multimedia content
- Ranked number 2 on Google search
- Circa 1000 monthly visits
- Delivered over 50 training sessions and workshops to a range of stakeholders
- Maintained high levels of engagement with strategic stakeholders and end users
- Undertaken a great deal of consultation and development work being undertaken to support



# In the next 3 years we are going to...

## Increase access to learning and best practice

- An ever growing collection of content to support ongoing learning, development and management across the physical activity sector
- Clever tech will learn from users and provide further guidance

## Support programme management

- Drive quality management, assurance, efficiency and enhanced outcomes
- Increasing the knowledge of staff and volunteers
- Enhanced monitoring and evaluation tools with custom options

## Create new data collection and analysis tools

- Tracking the progress of funded programmes
- Supporting progress towards a more data driven approach to development and delivery



How can Actify help exercise referral schemes?



1. Increase the knowledge of the workforce across a number of relevant physical activity topics
2. Increase awareness of the services and their impact
3. Create regional Hubs through which support materials can be hosted and shared (publicly or privately)



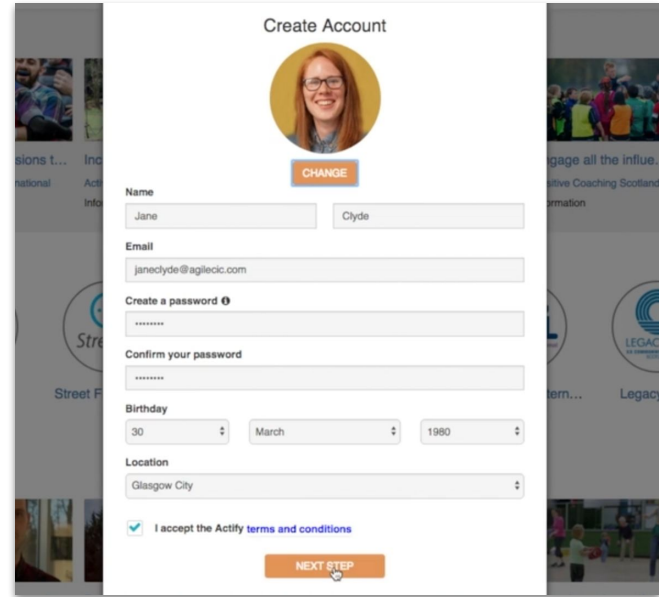
# We can work collectively to increase...

REACH	IMPACT	SUSTAINABILITY
Share what works (and doesn't) with a broad range of stakeholders	Increase knowledge of staff and volunteers	Help budgets go further by reducing costs
Engage audiences with a variety of interactive and content	Support planning, delivery and evaluation centrally	Reduce carbon footprint by printing and travelling less
Support remote staff and volunteers with easy to access CPD materials	Monitoring and evaluation data can be collated and analysed	Enhance income generation through increased profile and engagement




# How can you get involved?

1. Sign up for Actify as a user and explore



The screenshot shows the 'Create Account' form for Actify. At the top, there is a circular profile picture of a woman with red hair and glasses, with a 'CHANGE' button below it. The form fields include: Name (first name 'Jane', last name 'Clyde'), Email ('janecltyde@agilecic.com'), Create a password (with an eye icon), Confirm your password, Birthday (30, March, 1980), Location (Glasgow City), and a checkbox for 'I accept the Actify terms and conditions'. A 'NEXT STEP' button is at the bottom.

Create Account




CHANGE

Name

Jane Clyde

Email

janecltyde@agilecic.com

Create a password 

Confirm your password

Birthday

30 March 1980

Location

Glasgow City

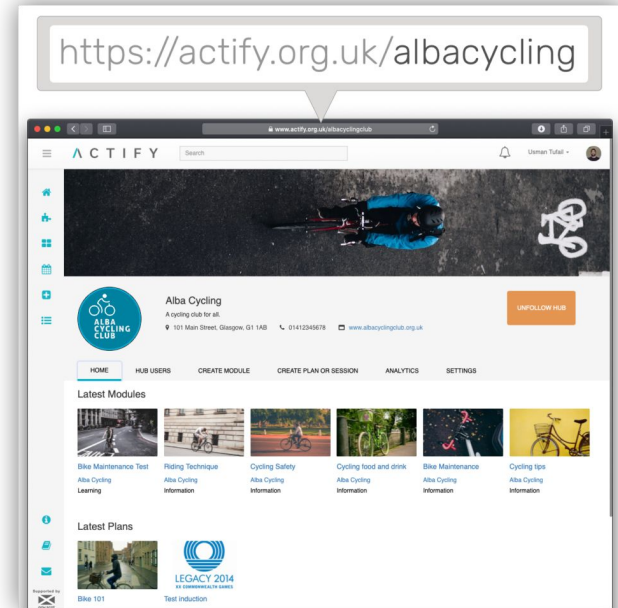
☒ I accept the Actify [terms and conditions](#)

NEXT STEP



# How can you get involved?

## 2. Request a Hub for your organisation



# How can you get involved?

3. Have a chat with us today or get in touch to discuss how we can help your organisation

[aidan@actify.org.uk](mailto:aidan@actify.org.uk)

