

Towards a Co-active Oxfordshire

▼ Co-creating a collective physical activity strategy in Oxfordshire

Update: May 2022

<https://www.activeoxfordshire.org/creating-healthy-active-oxfordshire-together>

coactive adjective

Save Word

co-ac-tive | \ ,kō-'ak-tiv \

variants: or **co-active**

Definition of coactive

: acting in concurrence or together

// *coactive* partners

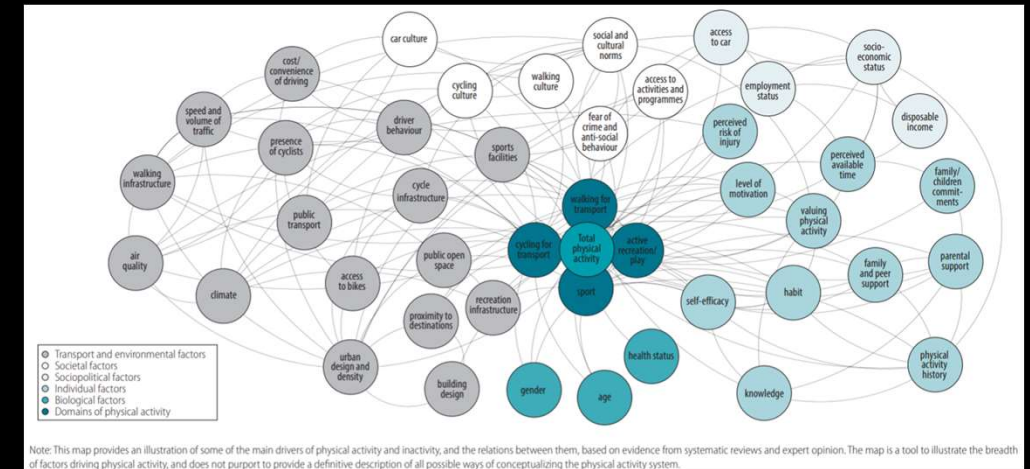
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 5. HOW will we work together to change the system for activity?
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The need and value of a collective strategy for physical activity



Why?

- Physical activity behaviours are influenced by a wide range of inter-connected factors, indicating the need for a system-change approach.
- Inactivity and wider inequalities are inextricably linked.
- The benefits reach beyond physical activity into wider social outcomes.
- The need for collaborative, distributed leadership & to make physical activity everyone's business.
- Lots of current good practice but a need for it to be better joined up.

Why Now?

- The pandemic has highlighted the importance of activity for physical and mental wellbeing, but has also exacerbated existing inequalities and increased inactivity for many.
- a unique window of opportunity to build on the collaborations, partnerships and support networks that emerged during the crisis, and to move forward together with a collective vision, mission and renewed determination to make sure that every adult and child in Oxfordshire has an equal chance at an active life.

What are we co-creating? Partners views...

A **high-level framework** that can be co-owned and focuses on the how as well as the what

Use the process to continue to build and **extend the collaborative working** across the county

Link **national to local** including links with relevant national strategies including Sport England's [Uniting the Movement](#)

Specific to the unique story of Oxfordshire, the opportunities, and system barriers and enablers.

A **strengths-based approach** that builds on and seek to pull together the many existing strategies current good practice, programmes and assets

A **place-based approach** that recognises the unique circumstances that impact on activity levels.

Engagement of all stakeholders including local VCS organisations, giving a voice to those with **lived experience**

It should support **advocacy efforts and inform investment**

Strategy outline

Supporting pandemic recovery
and reinventing for the future

(a flexible framework with a
5-year planning horizon?)

The creation of a **shared mission & purpose** that we co-own and are collectively responsible for.

The key **shared social outcomes and priorities** for Oxfordshire that physical activity can contribute more to, and the system enablers or barriers to being active.

The **shared priority audiences, places**, communities and neighbourhoods we should collectively focus on.

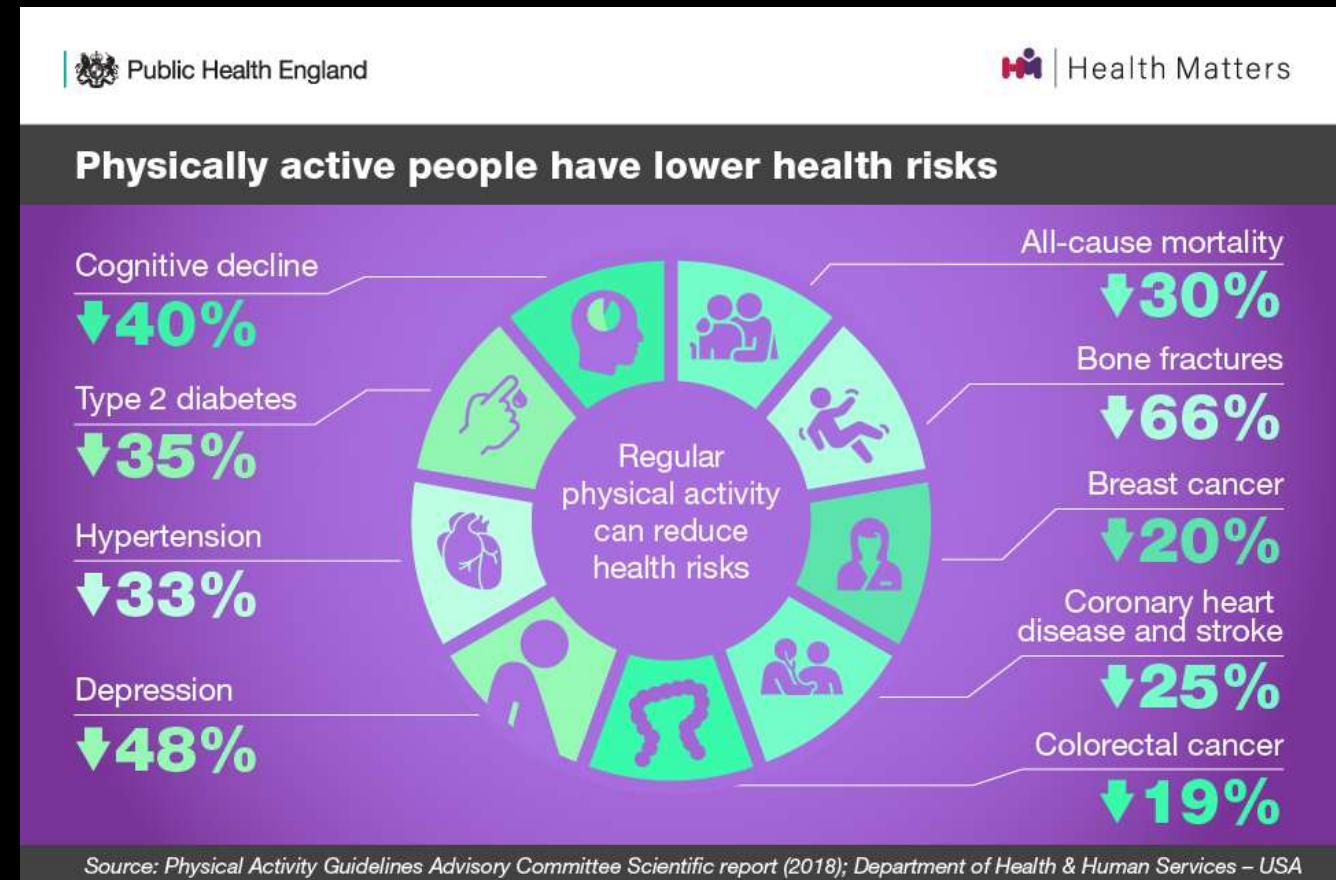
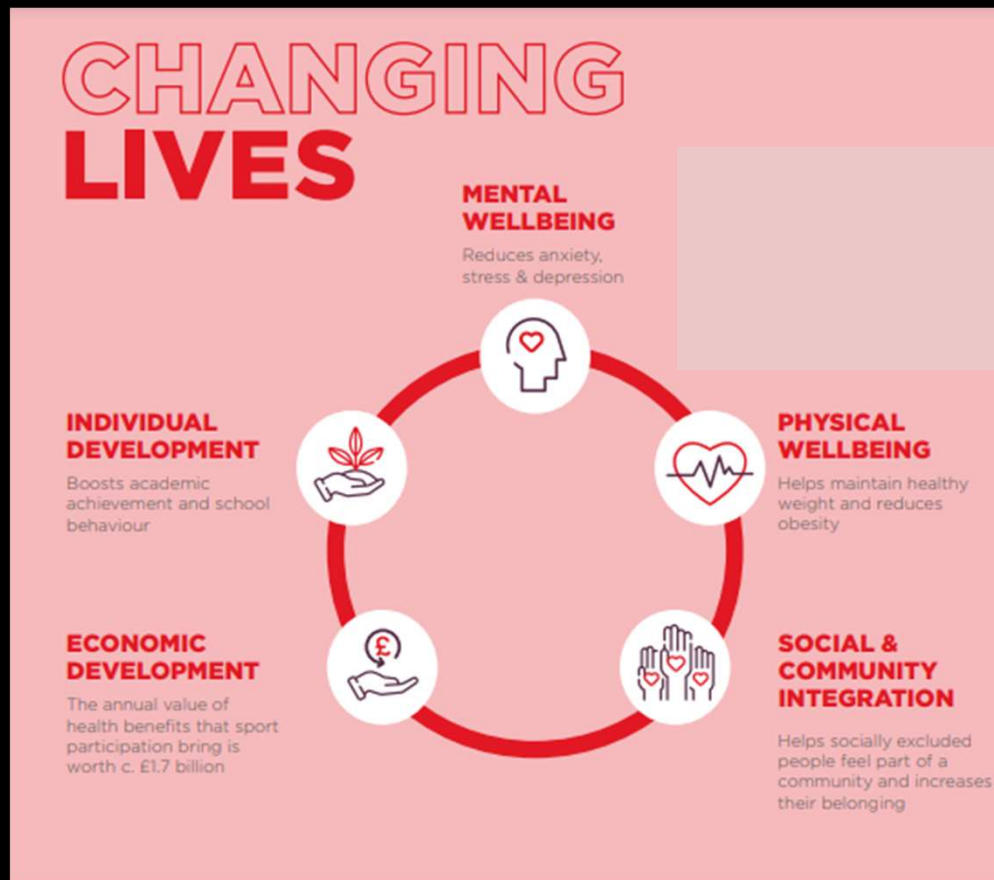
HOW we want to work together and the approaches we want to adopt, such as system change, movement building and healthy place shaping as well as our collective approach to measurement, evaluation and learning.

Shape **Active Oxfordshire's role** in supporting the delivery of the strategy, building on its role as system partner with Sport England.

Emerging Themes...

suggestions arising from early co-creation

The value of being active



The opportunity

The Economic opportunity gained by investing in physical activity

The forecasted value** of every additional 10,000 people who we invest in to become regularly active, will save:

** Based on Sheffield Hallam and Sport England Report, 2021



£2,610,000

On Residents Physical Wellbeing

Value of changes in productivity, with a reduced risk of developing long term health conditions and instead developing good health



£12,740,000

On Residents Mental Wellbeing

Savings in health and social care, with improved life satisfaction and social capital derived from social networks



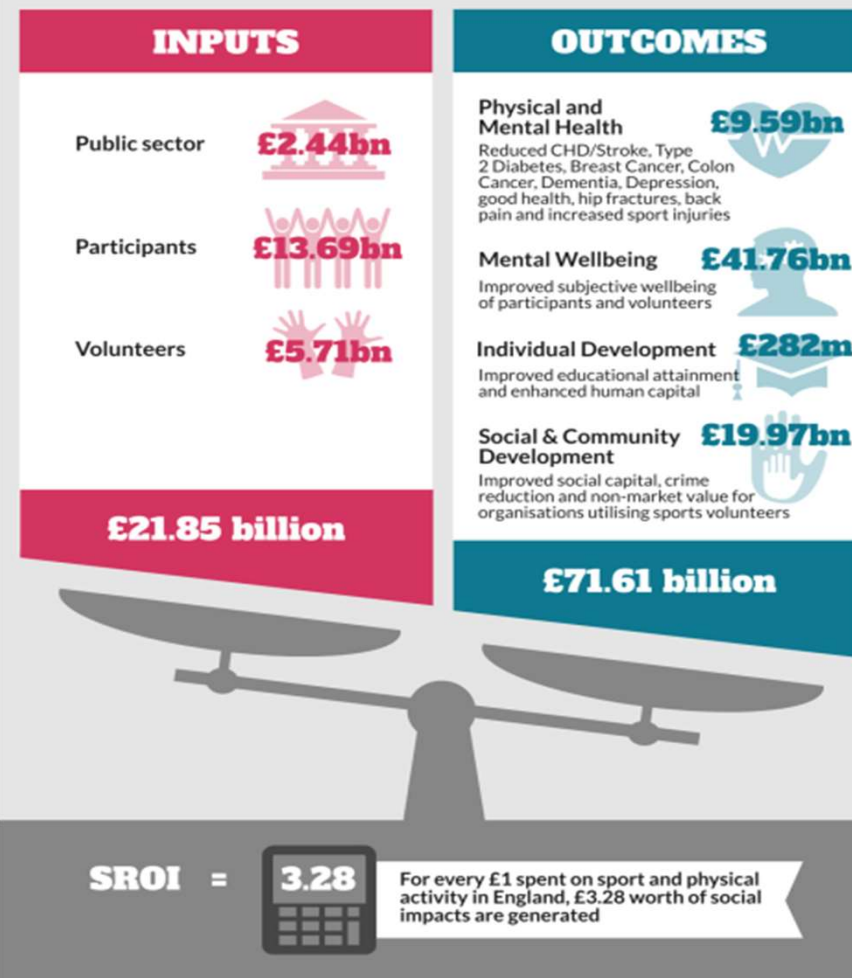
£5,820,000

On Social and Community Development

Savings in criminal justice systems and the non-market benefits acquired by organisations using sports volunteers

SROI for Sport and Physical Activity in England

Base Model - 2017/18



But inactivity and inequality in Oxfordshire is increasing

As with other areas of life in Oxfordshire, the countywide figures on activity are strong, but conceal significant disparities and inequality. Many of these have been exacerbated through the pandemic.

children living in the most deprived areas are more than twice as likely to be obese than those living in the least deprived areas (NCMP)

almost half of children and young people and a third of adults in Oxfordshire do not meet CMO activity levels.

inactivity is 3 times higher in our poorest areas compared to our wealthiest (active lives)

children from low-income households are 4 times as likely to experience mental health problems as children from higher income families (Oxwell -check)

too many children leave primary school unable to swim and cycle safely.

84% of children in North Oxford are able to swim, in Cowley only 30% can swim.

What would you highlight or like to explore further?



RECOVER AND REINVENT

Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people.



CONNECTING COMMUNITIES

Focusing on sport and physical activity's ability to make better places to live and bring people together.



POSITIVE EXPERIENCES FOR CHILDREN AND YOUNG PEOPLE

An unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.



CONNECTING WITH HEALTH AND WELLBEING

Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.



ACTIVE ENVIRONMENTS

Creating and protecting the places and spaces that make it easier for people to be active.

Utilising national approaches where relevant to Oxfordshire



Significant New Consensus Statement: *The Benefits outweigh the risks (for people with LTHC)*

One in four people would be more active if advised by a GP or nurse.

But nearly three-quarters of GPs don't speak about the benefits of physical activity to their patients because of either a lack of knowledge, skills or confidence, with 80% reporting being unfamiliar with the national physical activity guidelines.

Almost 50% of GPs indicated that a barrier to effectively advising patients about physical activity were concerns by the patient about perceived risks of taking up physical activity, but this is a recognised barrier across healthcare professions and not just those in primary care.

“There has previously been some concern that long-term conditions could be made worse by physical activity. However, the evidence is that physical activity has an important role to play in preventing and treating many conditions and that, for most people with long-term conditions, the benefits outweigh the risks. This expert consensus, supported by the Office for Health Improvement and Disparities, will help healthcare professionals to have informed, personal conversations with their patients living with long-term conditions.”

Dr Jeanelle de Gruchy, Deputy Chief Medical Officer

1. The benefits outweigh the risks

Physical activity is safe, even for people living with symptoms from multiple medical conditions.



Building on strong foundations of collaborative work over the last few years, accelerated in response to the pandemic.



Active Bodies, Healthy Minds
Improving our mental wellbeing through physical activity

ACTIVE REACH PHASE 2 - ABINGDON CALDECOTT

A CONSORTIA BETWEEN LOCAL ORGANISATIONS

- To address the most critical levels of inactivity and the inequality gap across Oxfordshire, which is set to widen as a result of the coronavirus pandemic.
- Community-based, collaborative project to increase the activity levels to reach those in the greatest need, supporting physical and mental wellbeing, and life chances.
- Co-designed approach developed cooperatively with system partners and community bodies working with under-represented groups utilising a multi-faceted and place-based approach.

ACTIVITIES

- Family Walking Challenge
- Family Physical Activity Packs
- Yoga Sessions
- Boot Camps
- Elderly Walking Challenge
- Sit Less, Get Active Course
- Gentle Yoga - Tone up, relax and unwind
- Traditional Family Games - Open events

180+ PARTICIPANTS

Male - 47%
Female - 53%

47% reported an increase in physical ability

Day to day activities limited because of health condition or disability.

Yes 23%
No 77%

Families needing support were identified through local schools and received Equipment and Activity Packs

"The youngest one mostly uses it, in fact she has barely put it down. She's only stopped for lunch" - South Abingdon Resident

"Straight away my little brothers went to the field with a ball and the cones, set up a pitch and played football" - South Abingdon Resident

"Active Reach" is funded by the Sport England Tackling Inequalities Fund (TIF)

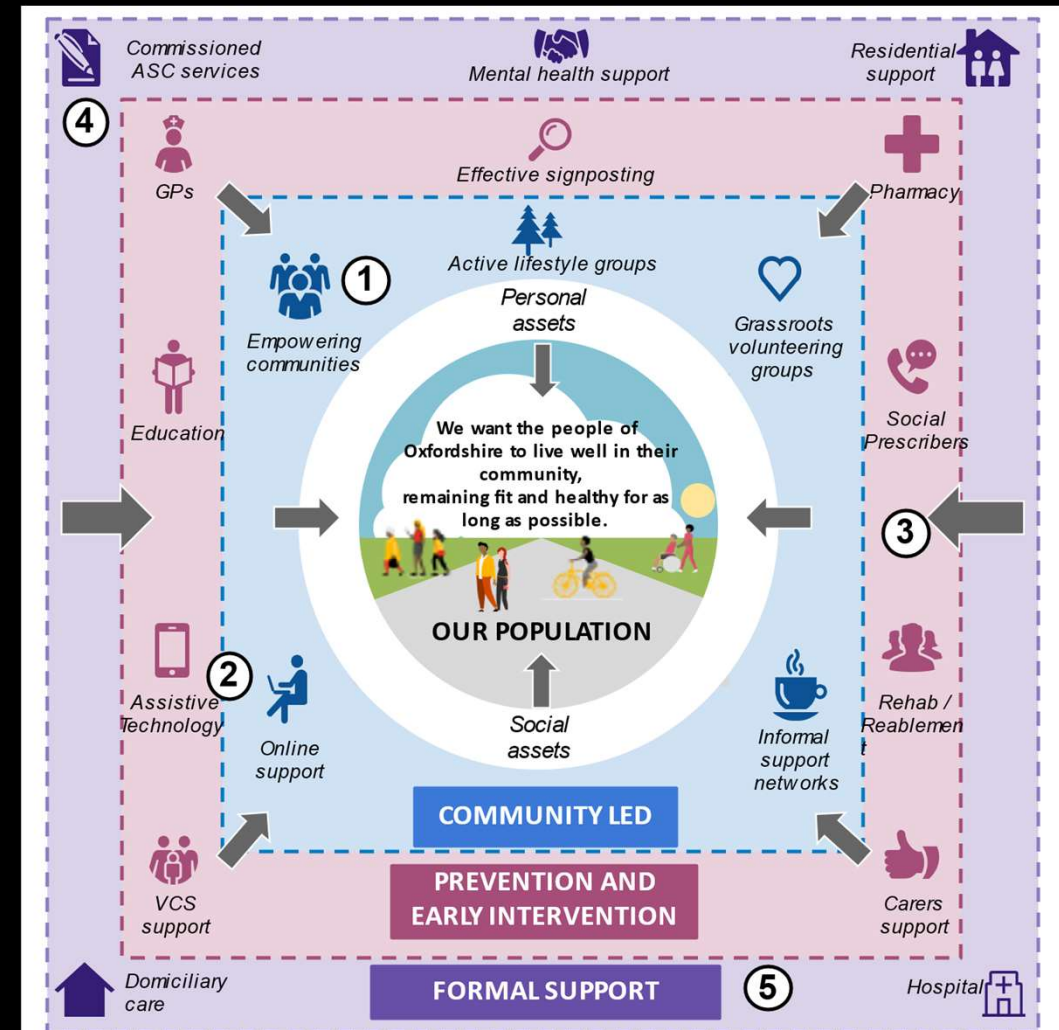
Robust independent evaluation and learning programmes are in place to learn from current practice and inform future direction.

Learning from and building on emerging system change practice in the county

Healthy Place Shaping

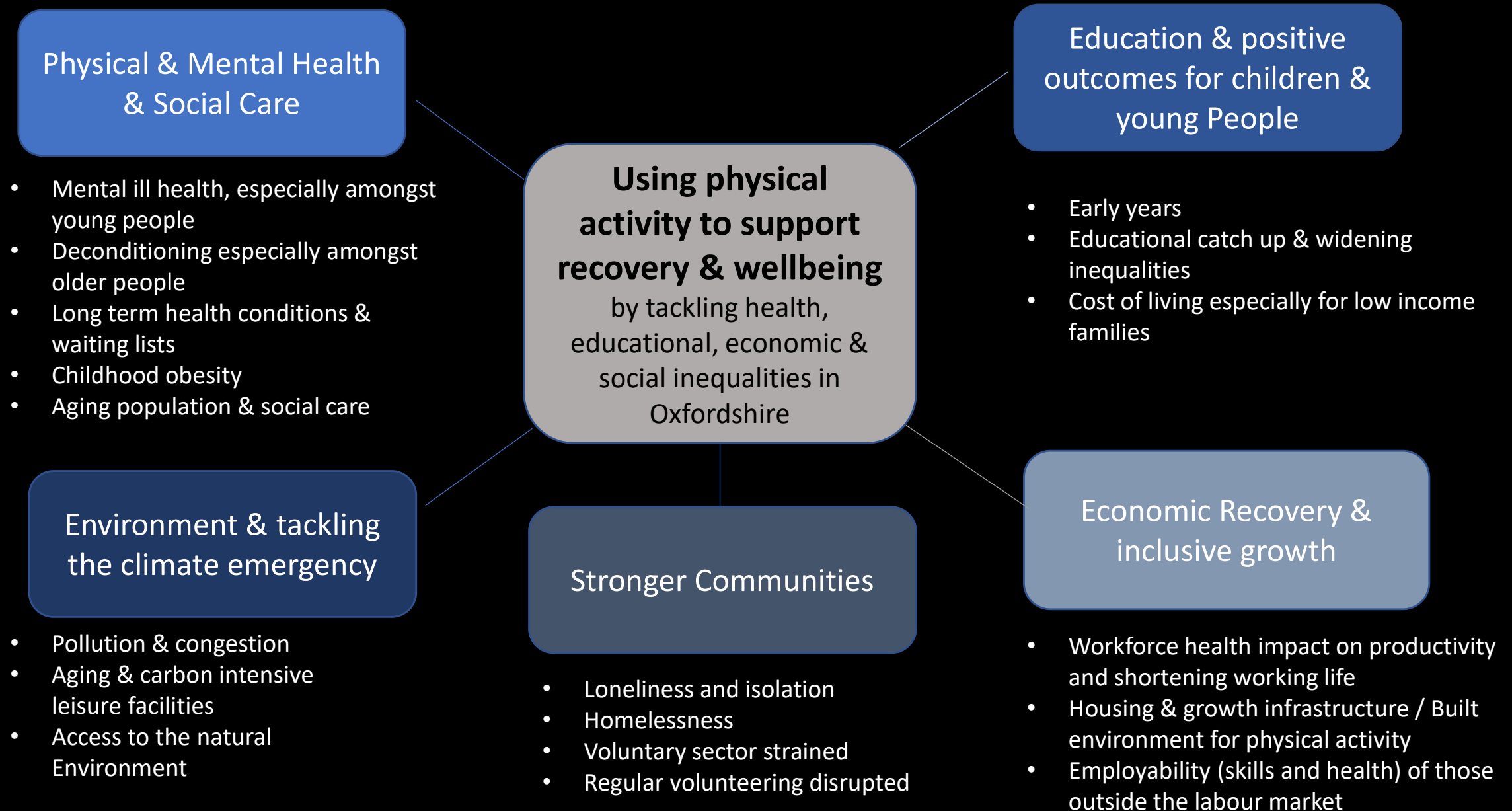


The Oxfordshire Way



Underpinned by robust measurement of impact and communication of the Oxfordshire

How can physical activity help tackle the big strategic issues in Oxfordshire?



Physical activity framework aligning with other strategies in the county



Asset / strengths based

Inequality & Disparity across the county

Community Driven

Pandemic Recovery & Renewal

Oxfordshire Physical Activity Framework

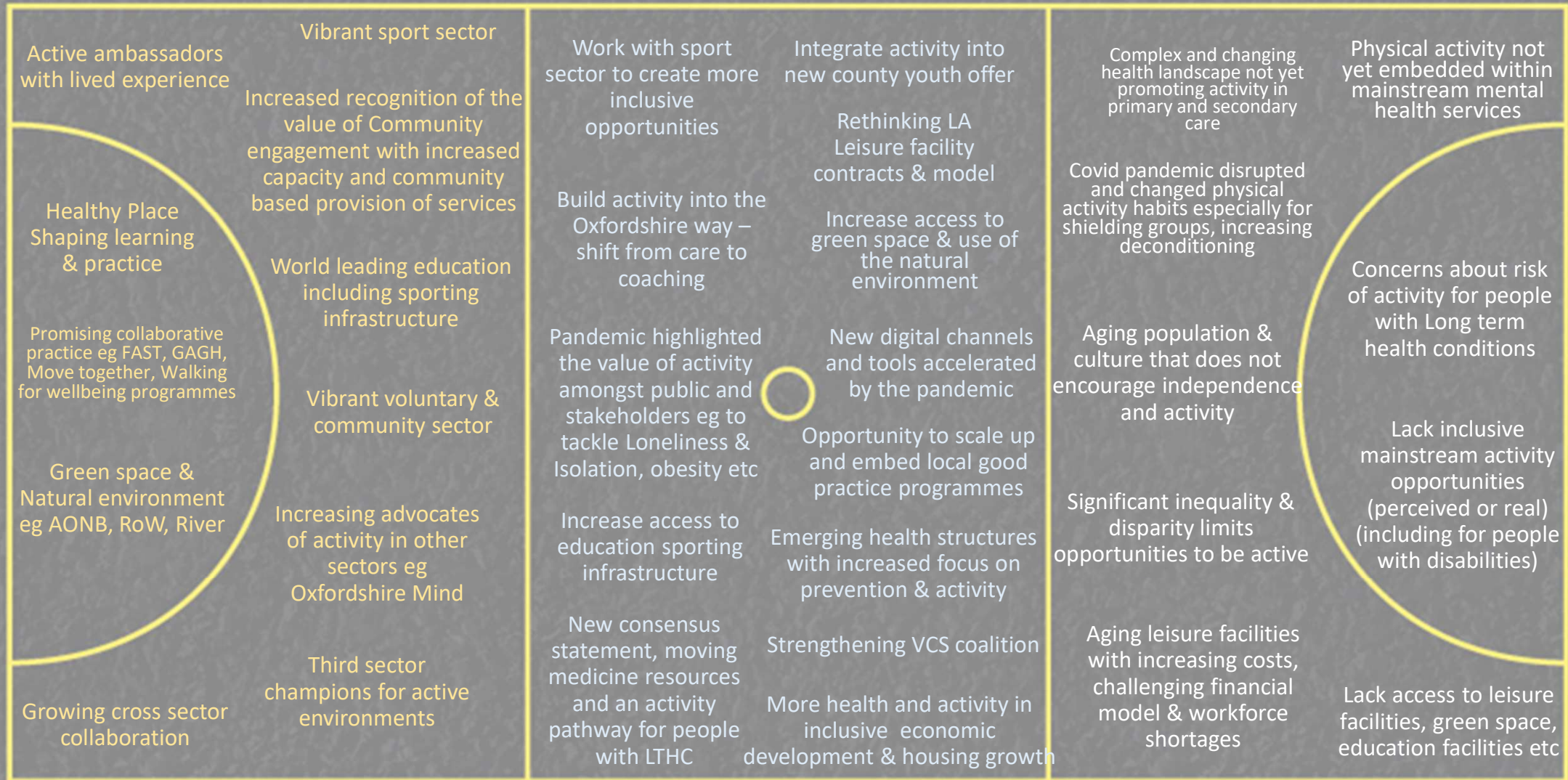


Personalisation



Prevention
Early intervention

Strengths, challenges & opportunities for physical activity in Oxfordshire



Strengths & Assets

Opportunities

Challenges

our emerging SHARED PURPOSE?

- Growing focus on enhancing **'wellbeing'** as our binding purpose?
- Maintaining our focus on the least active and fighting **inactivity**?
- With a laser-like focus on tackling **inequalities** in and through physical activity.

WHO and WHERE?

- Inactive people with a particular focus on **low income families**, people with **long term health conditions**, **vulnerable** young and older people*
- Greater recognition of **intersectionality**, (perhaps reinforcing a focus on low income groups and deprived communities?)
- A more specific and targeted approach to a broader range of smaller **priority neighbourhoods**?

*in or on the edge of care, leaving care, a young carer, or part of a family eligible for Free School Meals (FSM)

SHARED AMBITIONS & GOALS?

We want every child facing barriers to activity to learn to swim, ride a bike safely, and have 60 active minutes every day.

We want older people in Oxfordshire to stay active to live longer, better.

We want everyone living with long term health conditions to move more to help manage their condition.

We want everyone to recognise the critical importance of being active for their mental health and wellbeing.

We want to increase activity levels in places of highest deprivation to level the playing field and help create healthy places to live.

WHAT change do we need to affect to the system for activity?

- Increase provision and awareness of inclusive sport and physical activity opportunities
- Enhance movement and activity within early years settings.
- Broaden the focus from PE and sport to creating active healthy schools & other educational settings.
- Create year-round, low-cost activity (and healthy food) opportunities for low-income children and families.
- Embed sport and physical activity into emerging new county youth offer.
- Embed activity in social prescribing and health care pathways for people with long term health conditions
- Help the county community mental health framework prioritise physical activity in the prevention and treatment of mental health conditions
- Embed physical activity within 'The Oxfordshire Way' to ensure clear provision for older and vulnerable adults.
- Scale and embed healthy place shaping and strengthen the role of physical activity.
- Highlight the importance of health and physical activity in economic development for workforce productivity and employability.
- Use Moving Medicine resources to support the health care and other front-line roles and develop a stronger and more diverse physical activity workforce.

HOW will we work together to change the system for activity?

- **More collaborative, place-based, strengths-based work with communities**
- Strengthen connections with emerging health structures and workforce
- **Shared approaches to measurement, evaluation & learning**
- Enabling Systems leadership and thinking
- **Growing a social movement for physical activity**

such a right is thought to exist). Cf

movement (mu:vm(e)nt)/ noun:

1. A group of people who come together to advance an idea.
2. Coordinated activities that work toward a shared objective.
3. A societal shift where people change the way they think and act.

Where next?

Reflections, feedback,
refinement and agreement
of framework headlines

Ongoing engagement and
exploring links across the
system to co-create the
future together

Deep dive sessions into key
thematic areas

Exploring further if / how
we grow a social
movement together