

Progress update on Co-creating a Collective Physical Activity Framework and Growing a Movement for Movement in Oxfordshire

Report from Active Oxfordshire

Please also see attached slides.

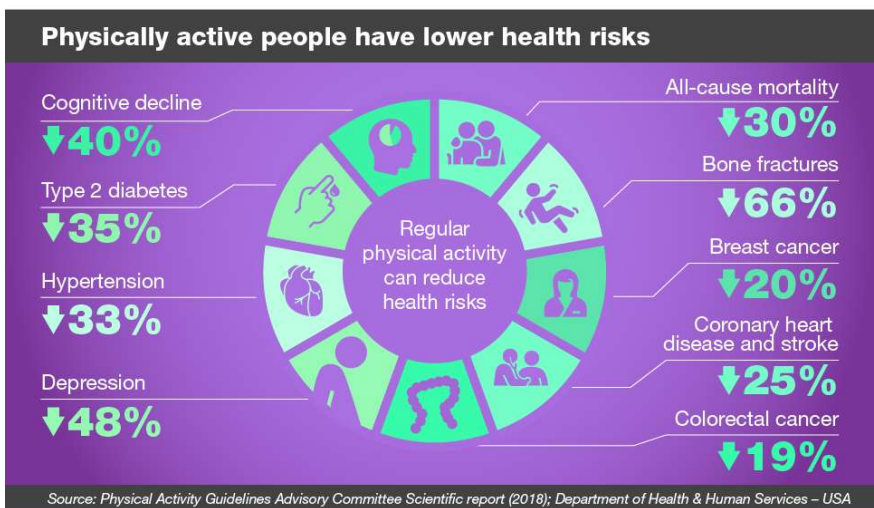
Purpose / Recommendation

HIB members are asked to:

- Note the summary of activity taken place to date and endorse next steps including proactive support for the development of the social ‘movement for movement’ in the county.
- Advocate this approach to the Health and Wellbeing Board so that it feeds into and supports the Joint Health and Well-Being Strategy and is owned by the wider health system for the whole population of Oxfordshire.
- Consider the role of the HIB and how it might play a co-ownership role in overseeing implementation of the framework, particularly aspects related to the health system.

1.0 Background & Data Update

HIB members will be aware of the critical importance of active lifestyles, not only for its major contribution to physical and mental health and wellbeing as set out below, but also the contribution to wide range of social impacts and priorities in the county (explored further later).



However, while the countywide figures on activity levels are relatively strong, levels of inactivity amongst the population remain stubbornly high, and county figures conceal significant disparities and inequality, many of which have been exacerbated through the pandemic, with significant risks ahead of ‘locking in’ these impacts through the emerging cost of living crisis.

- The most recent data for the year to November 2021 shows that there are over 118,000 inactive adults in the county (less than 30 minutes per week), which remains 19,000 higher since pandemic (at its height 26,900 adults were inactive compared to pre-pandemic levels).
- 34% of adults aged over 65 are inactive.
- Half of children and young people are not doing enough activity to protect their health and wellbeing, not meeting CMO guidelines for activity levels.
- Inactivity is 3 x higher in our poorest areas compared to our wealthiest.
- Far too many people leave primary school unable to swim and cycle safely with significant disparity, for example, 84% of children in North Oxford are able to swim, where as in Cowley only 305 can swim.

2.0 Why a Physical Activity Framework?

At the Oxfordshire Physical Activity [Leadership Event](#) last autumn, more than 50 key stakeholders from a variety of sectors with a shared interest in tackling inactivity, expressed a strong view that we should work together to facilitate the development of a collective physical activity strategy for the county.

It was felt that we need a collective strategy as physical activity behaviours are influenced by a wide range of inter-connected factors, indicating the need for a system-change approach, in line with the approach being taken to tackling obesity and other system challenges on the county.

We co-produced a scoping paper (available on request) exploring why a framework would be beneficial, what kind of framework we wanted to create, whether now was the right time and how we should do it.

This led to a consensus that we should take this forward in a way that would build on the good progress made in recent times towards a collaborative approach; that aligns with existing strategies; builds on emerging practice; reflects the importance of place; and addresses stubborn inequalities.

How we want to co-create the future together...



3.0 The current picture

Since Christmas we have held a series of discussions with stakeholders across the county, including individually with over 30 organisations and with a number of key groups including the county System Leaders and CEOs Groups, exploring why physical activity is important to us and the strengths, challenges and opportunities for physical activity in the county. These discussions have not only helped begin to shape a collective framework but have reinforced existing collaboration and raised awareness of the value of activity across the system.

There is a fantastic physical activity offer in the county, both our natural resources, a vibrant voluntary and community sector as well as statutory partners who understand the value and importance of activity, with lots of good and emerging collaborative practice.

But our shared challenge is to ensure everyone has equal access to these opportunities. We have heard concerning stories of the number of children, particularly in deprived communities, leaving school unable to swim, or without access to a bike for example.

There is some excellent emerging collaborative practice which is being co-created to affect system change and tackle inequalities in the county including:

- The **Bikes for key workers** project created during the pandemic which is now being built upon as Sanctuary Wheels to support refugees in the county to both enhance their wellbeing and help assimilate them into the county.
- The **Move Together** programme which was co-created during the pandemic to support vulnerable and shielding people to find ways to remain active, and is now being extended through to March 2023 and expanded to provide support for people with long term health conditions building on the successful Go Active Get Healthy Diabetes (GAGH-D) programme. The programme has already supported over 1,000 participants to be active and an initial evaluation report is available.
- The new **You Move** programme, a countywide extension of the successful FAST programme in Cherwell which was funded by Sport England, providing accessible activities for low-income families. This will link with the existing Holiday Activity & Food (HAF) offer to provide a year-round offer across the county for children on Free School meals and those in care and on the edge of care.

In the attached slides you will see a summary of the strengths, challenges and opportunities we have collectively identified for physical activity in the county, and we would welcome further suggestions.



4.0 Finding our Shared Purpose...

At the heart of these early discussions has been a focus on understanding the current situation and building a shared purpose for what we want to achieve together.

A recurring theme has been that within physical activity, as with other areas of life in Oxfordshire, the countywide figures on activity levels are strong, but conceal significant disparities and inequality, many of which have been exacerbated through the pandemic and now with a cost-of-living crisis.

It has become clear from these discussions, that whilst physical activity and sport have intrinsic value, the focus for colleagues is the wider value to both the individual and society.

- For the individual – the impact physical activity has on the physical, social, emotional and cognitive development of people on Oxfordshire – notably this point was made in the context of both children and older people.
- For society – the wide-ranging impact physical activity can have on physical and mental health, wellbeing and social care; the environment and climate emergency; loneliness, isolation and the strength of local communities; economic development and inclusive growth; and personal development, educational attainment and positive outcomes for children and young people.

In both cases, the recurring theme is tackling health, educational, economic & social inequalities in and through physical activity, as well as supporting recovery from the pandemic, to ensure these benefits reach those who need them most.

In recognition of this context, there is a sense that there is an opportunity for the more traditional sport, leisure and activity sector to become more inclusive, help tackle these inequalities and pivot to being part of a wider effort to improve wellbeing.

5.0 The Emerging framework

Building on this emerging shared purpose, we have begun to co-create a framework, with suggestions for a set of collective 'ambitions', as well as for 'who' and 'where' we want to achieve these, and a set of system level changes (the 'what') we want to affect to focus our collective effort.

The suggestion is that we prioritise the least active as this is where the health and other gains can be greatest and often where inequalities are most evident, and that those on low incomes, with long term health conditions or otherwise considered vulnerable should be a particular shared priority.

Colleagues have also suggested we continue to focus on the 10 most deprived wards but also identify and agree a broader range of smaller neighbourhoods that we need to collectively support.

Many colleagues felt 'how' we are going to work together to deliver is as important as the 'what' and that the principles developed through the Healthy Place Shaping work in Oxfordshire are supported and should be more widely adopted, strengthening the role of physical activity within this approach.

It is also recognised that a whole system approach is needed aligning with other work in the county such as the approach to tackling obesity and the Oxfordshire Way.

With the evident growing support for the need for more active communities throughout the system, it is proposed we together adopt an approach to grow a social movement for activity (or 'movement') in the county.

See below and the attached slides for more detail on this emerging framework and let us have your feedback.

Emerging collective physical activity framework in Oxfordshire

Shared Purpose

- The individual value and social impact of physical activity, enhancing **'wellbeing'**
- Supporting the least active and fighting **inactivity**
- Tackling health, social, economic and educational **inequalities** in and through physical activity.

Collectively targeting

- Inactive people with a particular focus on **low income families**, people with **long term health conditions** and **vulnerable** young and older people.
- Recognising **intersectionality** and **targeting** a broader range of **priority neighbourhoods**

How we will work together

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

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?

The following key system-level actions to help achieve the collective ambitions have been proposed to date and will be explored further in the next phase.

- 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.

6.0 Taking stock at our Leadership forum

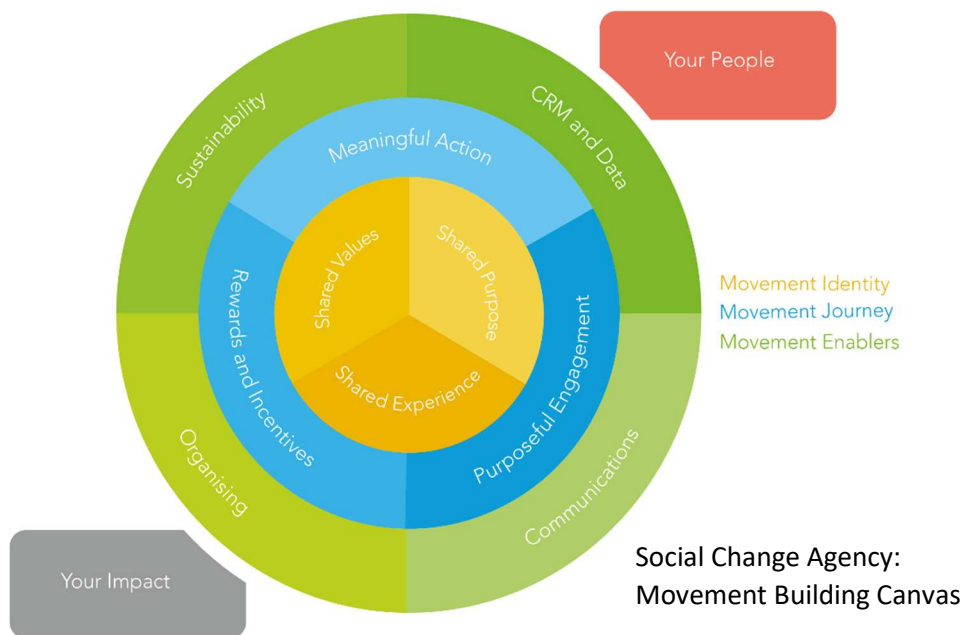
The county Physical Activity leadership forum at the end of March was attended by 50 partners and was an opportunity to take stock of the progress made so far, share the emerging framework to ensure it is on the right track, and to seek commitment to further input to build out the framework and for the concept of growing a social movement for physical activity.

We presented the framework and asked for views particularly on the collective ambitions which were unanimously supported.

We also had a number of speakers from the county including.

- Yvonne Rees, Chief Executive at Cherwell District Council & Board Member of Active Oxfordshire, who highlighted the importance of physical activity contributing to pandemic recovery & renewal amongst system leaders in the county.
- Dr Louise Upton, Councillor, Oxford City Council & Chair Oxfordshire Health Improvement Board, who spoke about the wider HIB priorities and the important role of active lifestyles, highlighting the importance of active travel and of tackling inequalities.
- Pippa Corner, Deputy Director Health, Education & Social Care Commissioning, Oxfordshire County Council, who spoke about the importance of activity for older people and how the framework could align with the Oxfordshire Way and benefit from more collaborative commissioning processes being pursued.

- Sir Muir Gray, who urged us to continue to highlight the wider benefits of physical activity for older people - physical, social, emotional and cognitive development.
- Ansa Azhar, Director Public Health, Oxfordshire County Council, who highlighted the need for a system change approach to tackling health inequalities and explained the importance of a proportionate universalism approach to our collective work.
- Adrian Sell, who shared key learnings from Oxfordshire All-In – the collective response to the pandemic in the county.
- Amy Hulme, Director of Practice, The Social Change Agency who shared examples and a developmental canvas we can use to shape our work to growing a social Movement (see below).



7.0 Where next? from co-creation to co-ownership and growing the movement

As we reflected on the inputs and discussion at the Leadership Forum, and the explanation and support for growing a social movement, thinking is shifting now - from thinking about social movement building as an element of the framework, to thinking of the co-creation of the collective framework as one element of our work together to grow a movement for movement.

To ensure we are thinking about action as well as strategy, we should also bring together the co-creation of the framework with the ongoing co-creation of some of the major system change programmes in the county such as Move Together and You Move as well as others.

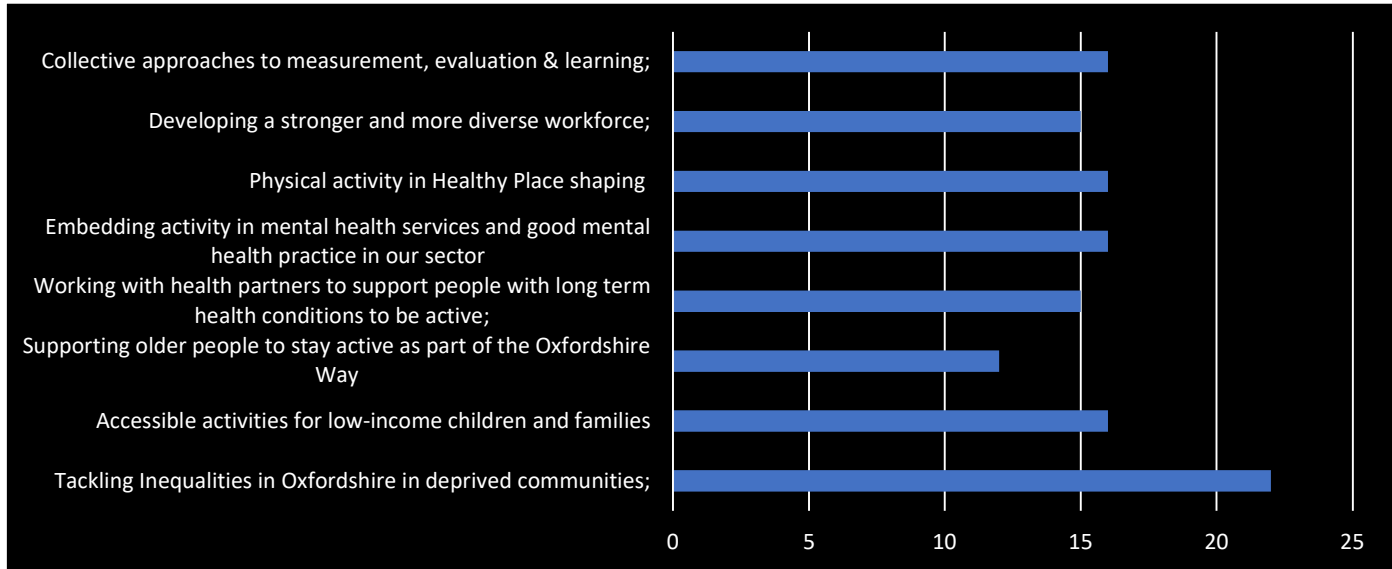
So, to take the work forward, it is proposed there should be 3 inter-related strands of work, ie

Movement co-creation - Framework co-creation - Programme co-creation.

- Movement co-creation will focus on further building together our approach to growing a social 'movement for movement', and how we evolve the leadership forum as a community of practice to take this forward.
- Framework co-creation will include refining the emerging framework and a series of deep dive sessions into how we deliver the ambitions set out.
- Programme co-creation will integrate with the deep dives to ensure the work is grounded but also systemic.

Colleagues at the leadership forum expressed interest in being involved in these further discussions and we will open up a series of ‘deep dive’ sessions to other interested parties.

I would like to be involved in further discussion (Deep Dives) about....



Finally, we also want to ensure we build **co-ownership** of the framework, discussing with other key networks and partners in the system, the role they can play and the elements of the framework they might ‘co-own’. This is something we would like to explore with the Health Improvement Board, which we see as a key oversight group for this work.