

Health Improvement Board

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Oxfordshire
ON THE
MOVE

What is Oxfordshire on the Move?

- **Oxfordshire on the Move is a new social movement convened by Active Oxfordshire.** It is designed to bring together people, communities and organisations – working together towards **four collective ambitions** to transform lives through physical activity.
- By **working collectively together** to tackle inactivity, we can also contribute to wider social issues, too.
- So far, we have **worked with more than 75 organisations** to develop Oxfordshire on the Move and our four collective ambitions.
- Oxfordshire on the Move has launched county-wide in February 2023 and will encourage **strong collaboration and action** towards each ambition.

Our collective ambitions

Ambition

1

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



Ambition

2

We want older people and those with long term health conditions to live well by moving more.



Ambition

3

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



Ambition

4

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



**OXFORDSHIRE
ON THE MOVE
ALIGNING
WITH
OTHER
STRATEGIES
IN THE
COUNTY**



**ASSET /
STRENGTH BASED**

COMMON THEMES

**INEQUALITY &
DISPARITY ACROSS
THE COUNTY**

**COMMUNITY
DRIVEN**

**Oxfordshire
ON THE
MOVE**

**PANDEMIC
RECOVERY &
RENEWAL**

**OXFORDSHIRE
ON THE MOVE**

PERSONALISATION

**PREVENTION
EARLY INTERVENTION**

**OXFORD THRIVING
COMMUNITIES
STRATEGY**

**CHERWELL
COMMUNITY
WELLBEING
STRATEGY**

**SOUTH & VALE
WELLBEING
STRATEGY & ACTIVE
COMMUNITIES
STRATEGY**

**WEST OXFORDSHIRE
COUNCIL PLAN**

Oxfordshire **ON THE MOVE**

PHYSICAL & MENTAL HEALTH & SOCIAL CARE

- Mental ill health, especially amongst young people
- Deconditioning especially amongst older people
 - Long term health conditions & waiting lists
 - Childhood obesity
 - Aging population & social care

EDUCATION & POSITIVE OUTCOMES FOR CHILDREN & YOUNG PEOPLE

- Early years
- Educational catch up & widening inequalities
- Cost of living especially for low income families

USING PHYSICAL ACTIVITY TO SUPPORT RECOVERY & WELLBEING

by tackling health,
educational, economic &
social inequalities in
Oxfordshire

ENVIRONMENT & TACKLING THE CLIMATE EMERGENCY

- Pollution & congestion
- Ageing & carbon intensive leisure facilities
- Access to the natural environment

STRONGER COMMUNITIES

- Loneliness and isolation
- Homelessness
- Voluntary sector strained
- Regular volunteering disrupted

ECONOMIC RECOVERY & INCLUSIVE GROWTH

- Workforce health impact on productivity and shortening working life
- Housing & growth infrastructure / Built environment for physical activity
- Employability (skills and health) of those outside the labour market

Progress so far

- 75 organisations and 120 individuals engaged
- Better connected systems operationally and strategically
- Interactive events co-delivered by partners to decide on specific actions against our four ambitions
- Voice of lived experience coming through strongly
- Cross sector collaboration leading to more joined up work



Partner feedback

“We could not be doing so many of the things we are doing without being part of Oxfordshire on the Move”

“It was so positive to see such a breadth of representation”

“I used to have four organisations I knew I could speak to, but we now have so many more partnerships through being part of Oxfordshire on the Move”

Monitoring and evaluation

1: System change level - evaluating system change, connectivity and influencing of strategies

2: Ambition level – look at current baseline data (for example CYP swimming in priority neighbourhoods) and then monitor the difference in 12 months' time



Next steps

- Regular engagement with partners to track progress against ambition actions
- County wide platform for action created through new website
- Steering group established to maintain core principles
- Evaluation framework being developed to track progress

Next steps

Request to HIB

- Active Oxfordshire would welcome a 6 monthly reporting mechanism with Health Improvement Board to report back on key headlines and progress
- Active Oxfordshire would welcome HIB to engage with steering group either informally or through a nominated representative

Oxfordshire
**ON THE
MOVE**

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Growing Minds
GROWING MINDS
HOME START
people
Sign up here
or email
families@people.org.uk
Free book
month

Active
Oxfordshire

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PROVIDING FREE,
RESTORED BIKES
FOR REFUGEES AND
ASYLUM SEEKERS
ACROSS OXFORDSHIRE

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MOVE**
Creating a healthier, happier
Oxfordshire - Together
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Asylum
Welcome
Local refugees and asylum
seekers need your support



Thank you – any questions?