



Active

Oxfordshire

Active Oxfordshire

We help people in the most need across Oxfordshire by working with partners to increase physical activity.

Our Focus

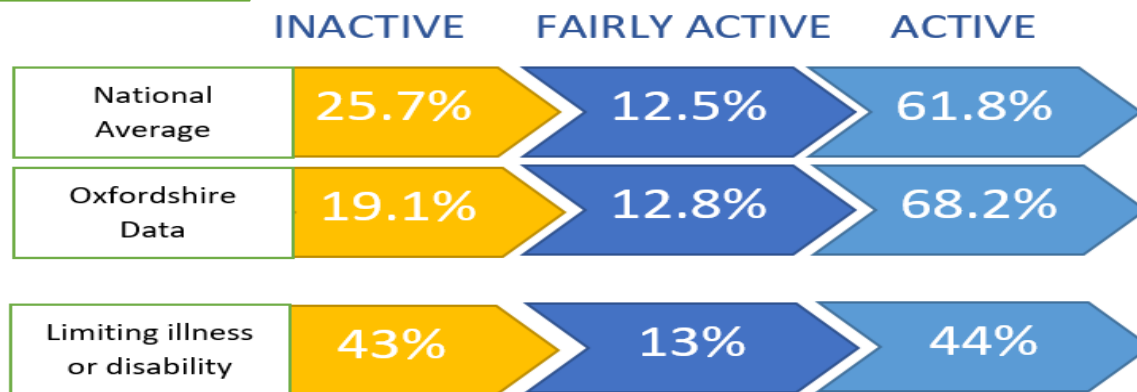
- Children and young people
- Mental wellbeing
- Long-term health conditions
- Older people
- Areas with highest levels of inactivity

Our tactics

- Activate local workforce, increasing skills, capacity and diversity.
- Develop GO Active umbrella brand
- Share 'what works'
- Place-based approach to inactivity
- Activate national strategies, local health priorities and new marketing campaigns



The State of Play

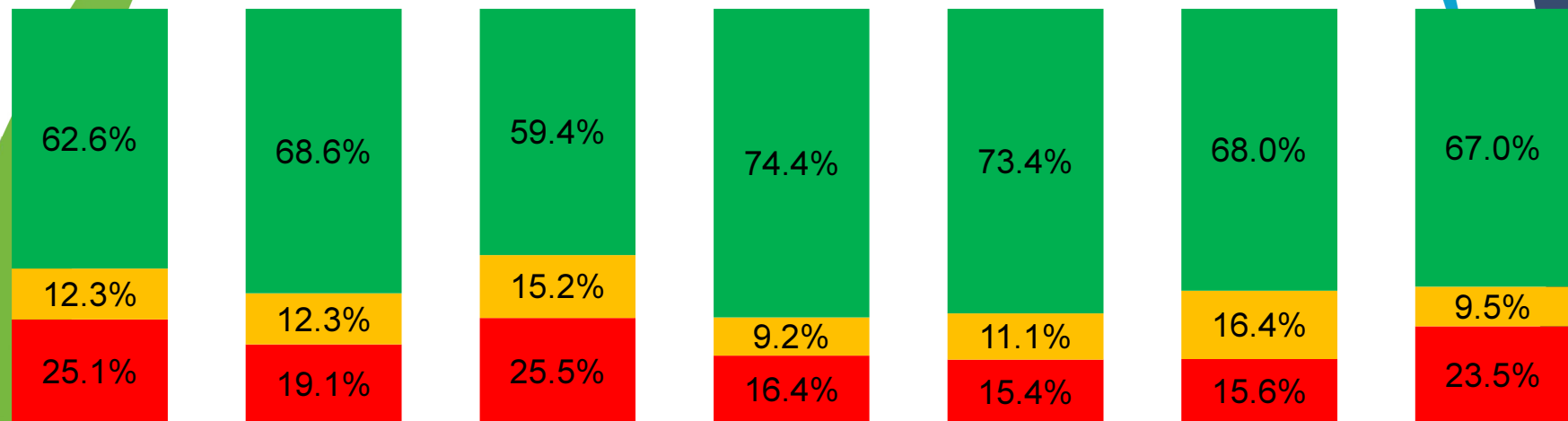


The Ticking Timebomb

78.8% of Children/Young People in Oxfordshire do not meet the CMO's recommended activity guidelines of 60 minutes per day

Sport and physical activity levels by local authority

Nov 2017-2018



England

Active Oxfordshire

Cherwell

Oxford

South Oxfordshire

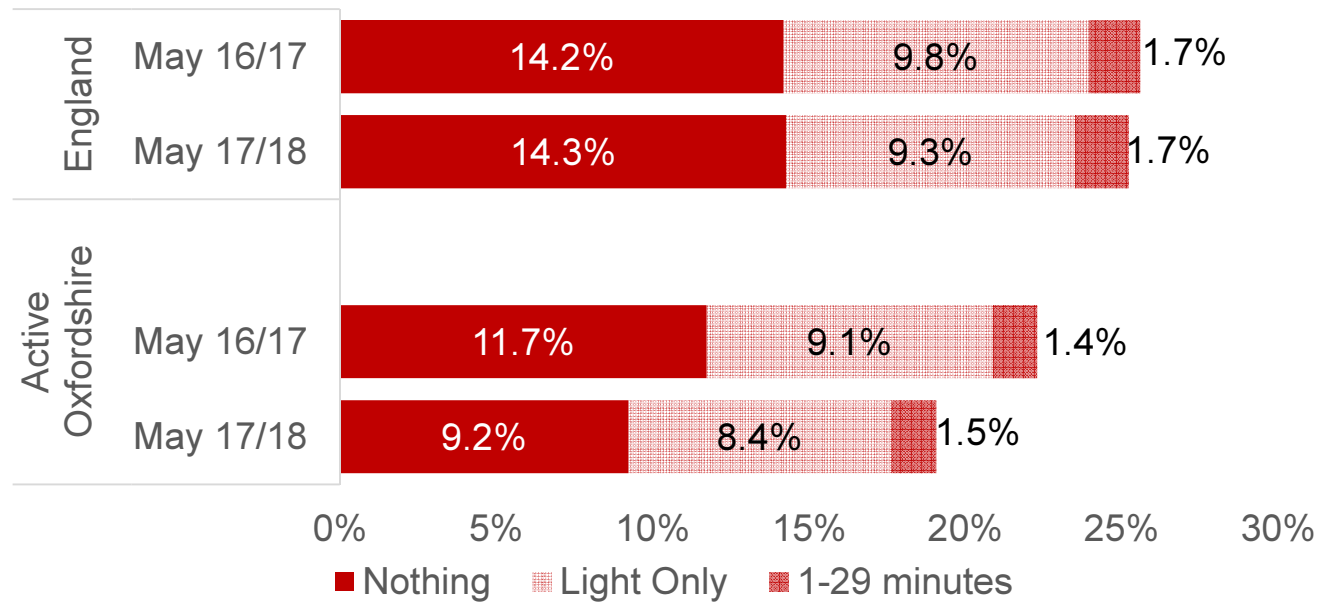
Vale of White Horse

West Oxfordshire

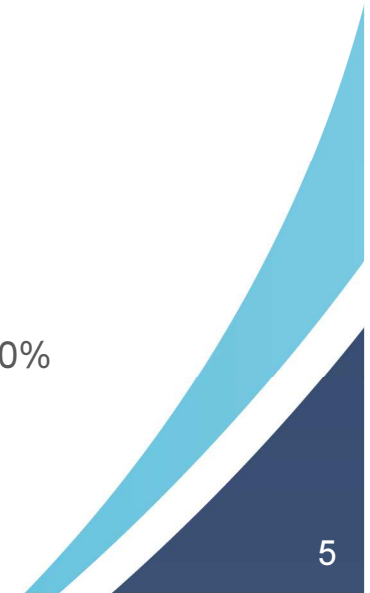
■ Inactive ■ Fairly Active ■ Active

Source: Sport England, Active Lives, Nov 17 to Nov 18, age 16+, excluding gardening

Breakdown of inactive behaviour



Source: Sport England, Active Lives, May 16 to May 18, age 16+, excluding gardening

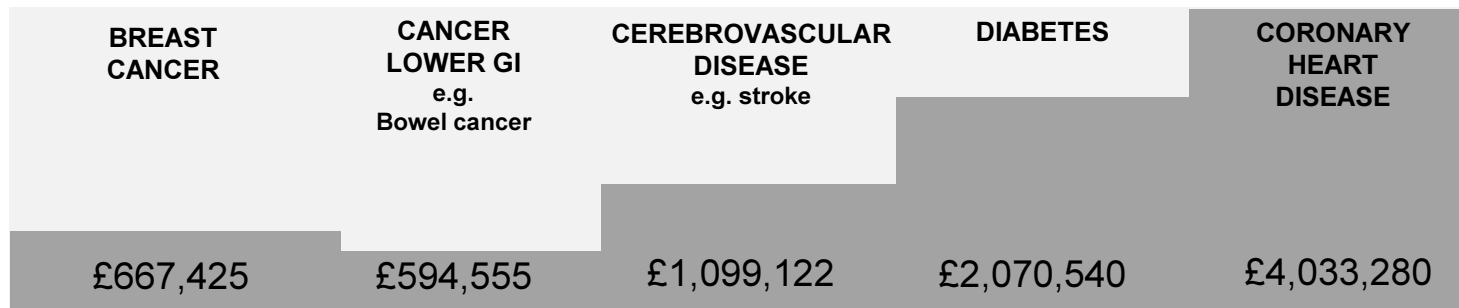


The financial impact of inactivity

Health costs of physical inactivity



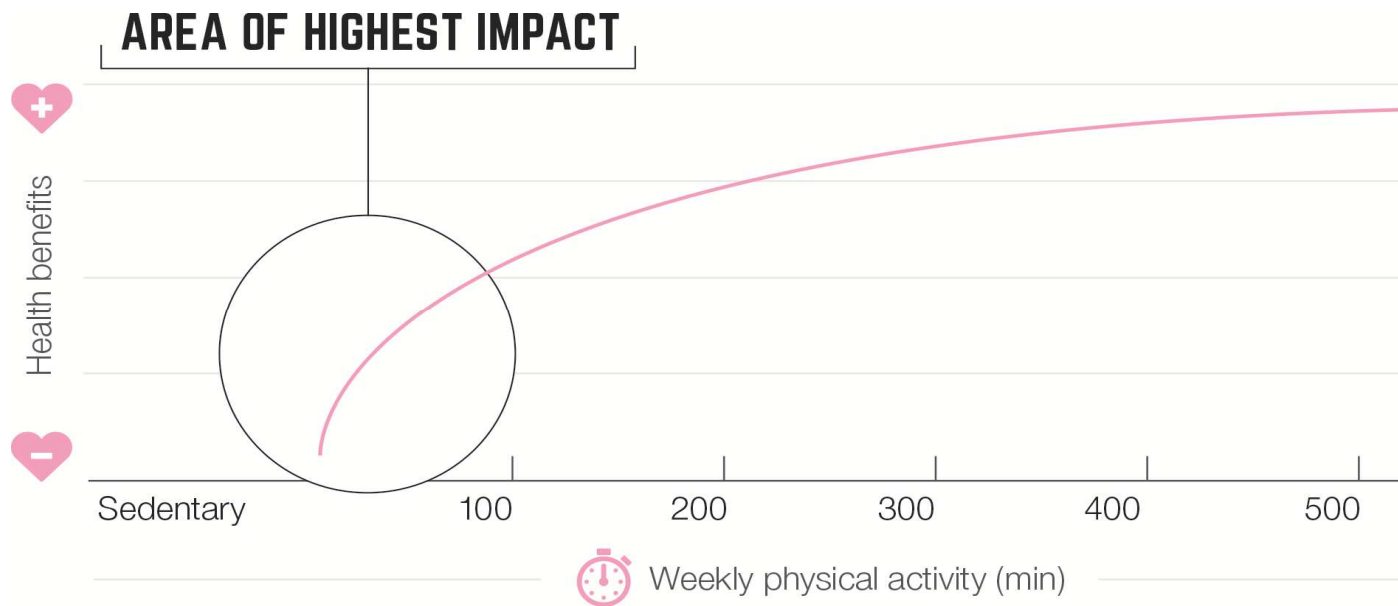
Disease category cost breakdown per year



SOURCE: Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for LAs by TBR Year: 2009/10, Measure: Health costs of physical inactivity, split by disease type



Focusing resources



Source: *The value of getting people active from different starting points. HM Government, A New Strategy for an Active Nation*



Leadership Forum Priorities

1. Increase the knowledge and capabilities of the health care professional network.
2. Co-ordinate and promote local and national campaigns
3. Collaboration and integrated, layered investment in places
4. Targeted funding through trusted organisations who can reach and engage with communities/audiences
5. Focused investment on people with long term health conditions
6. Active travel and active design so that activity is built into everyone's everyday
7. Target major employers with a high number of low socio-economic workers to promote workplace health and wellbeing.



New Investment Opportunities

1. £120,000 for healthcare professional workforce development across BOB STP- social prescribing focus as one option in Oxon.
2. £375,000 additional investment in Cherwell to expand Families intervention programme to Bicester and Kidlington
3. £75,000 for 14-19 interventions in Oxford CIZ and Cherwell
4. £375,000 for Expansion of Healthy Place Shaping across the County over 3 years
5. £250,000 for roll out of Active Environment pilots across the County

