

# Oxfordshire ON THE MOVE

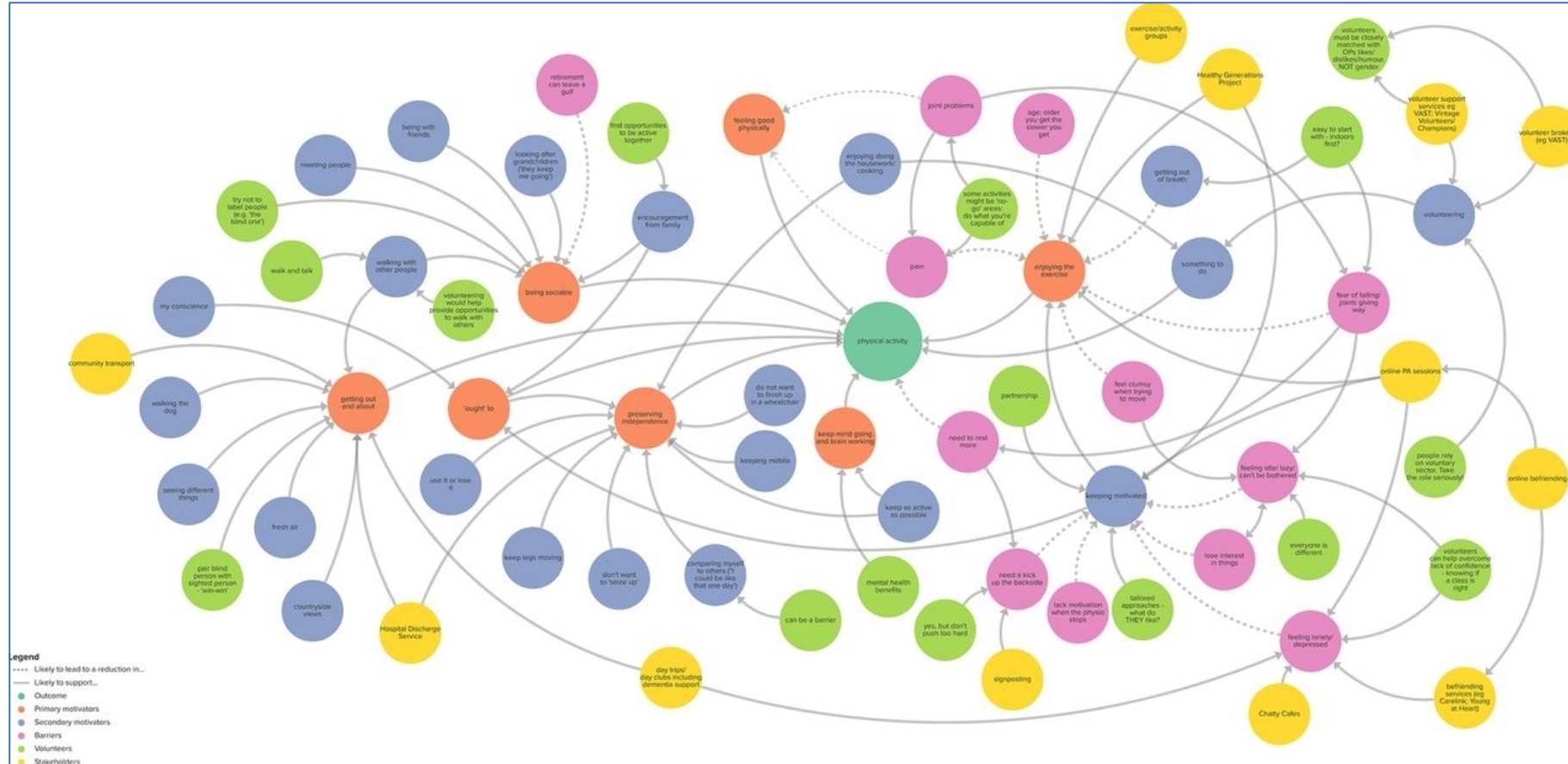
A whole system  
approach to physical  
activity in Oxfordshire



- What we mean by a Whole System Approach to physical activity (Oxfordshire on the Move)
- Impact and successes
- ‘Place Universal Offer’ – the opportunity for Oxfordshire
- Your views



# A whole system approach





# Whole system approach to physical activity in Oxfordshire

## Components:

- **Expanded YouMove and Move Together programmes** to including maternity & Early Years
- **Physical Activity training** for health and social care professionals
- **Active Travel Community Outreach** in priority neighbourhoods
- **Expanded social movement** to increase activity levels through multiple partners taking action

## Approach:

- **Fully collaborative** together with ICB, County and District Councils; Public Health; Home Starts
- **Place based** and focused on **tackling health inequalities**
- **Cross theme collaboration** e.g. food access, green space and environmental improvement

# Where we were

137,000 people in Oxfordshire (all ages) live with two or more long term conditions

Over 45,000 school aged children do not meet CMO guidelines for physical activity

13-year projected life expectancy gap for children born today (affluent v non affluent)

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**Abundance of individual funding streams with separate governance**

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**Physical activity a fringe issue, not part of the solution**

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**Evidence of impact was in different siloes not aggregated**

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**Investing in curing the symptom not the root cause**

# Ambition: Key Priorities

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**Systemic rather than interventions**

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**Collaborative not competitive**

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**Evidencing impact to system and people**

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**Culture shift in perception of physical activity**

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**Ambitious for our residents**





# Reducing burden on Primary Care

51%  
fewer GP  
appointments  
after 3 months



# Improving resident outcomes

4.5  
fewer  
appointments  
per person





# Reducing burden on Primary Care

£396,900  
saved in  
GP appointments



# Improving resident outcomes

27%  
reduction  
in falls





# Giving children the best start in life

# 40%

reduction in the number of children (and their parents/carers) classed as 'Less Active'



# Place Universal Offer

- **£630,000** investment from Sport England (2025-2028)
- To improve the **capacity** and **capability** for place-based working
- **Proportionate Universalism** approach





# Questions and discussion

- How could we engage Health Improvement Board (HIB) members more fully in Oxfordshire on the Move?
- What are the opportunities for linkages?
- Would HIB like to keep abreast of Place Universal Offer work as it develops?

Keep in touch

