

A whole system approach to physical activity in Oxfordshire

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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
- **Community Outreach Active Travel** 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; communities
- **Place based** and focused on **tackling health inequalities**
- **Cross theme collaboration** e.g. food access, green space and environmental improvement

Key Priorities

Systemic rather than interventions

Collaborative not competitive

Evidencing impact to system and people

Culture shift in perception of physical activity

Ambitious for our residents



"I feel like I'm living my life again,
not just living in pain...
It gets me out of bed and gives
me somewhere to go and a
reason to leave the house."

MOVE Together

"The programme has
enhanced my life. I'm very
lucky to have found you, you
do such a great job."

In 2024/25, 1,932 people were referred to Move Together.

Activity Levels

**79% of participants
were inactive**

(less than 30 minutes of
moderate exercise per week)

**64% increased their
activity levels**

between their initial assessment
and 3-month review

**80% of completely
sedentary participants
increased their activity
levels**

**93% were not achieving
the recommended
activity levels**

(150 minutes of moderate
exercise per week)

The average weekly increase
was the equivalent of
3,900 steps per day
at a moderate pace

The average increase of
sedentary participants was
3,000 steps per day

67%

referrals are made
by healthcare
professionals

91%

participants have at
least one long term
health condition

32%

classified as obese
when they registered
with Move Together

47%

reported having a
disability at their
initial assessment

MOVE Together

Move Together created a **social value gain of £1,446,600**

This is a **return on investment of £3.70 for every £1 invested** into Move Together

Nearly 70% of participants who were completely inactive at initial assessment, and achieved behaviour change and physical activity level increases, had **sustained this activity for at least 9 months.***

22% reduction in 111/Out of Hours demand

43% fewer GP appointments

This saves 4 GP appointments per participant per year

15.11 Quality Adjusted Life Years (QALY) gain across all participants

“The beauty of Move Together is getting me to understand what I need and gives me a better life.”

2024/2025

*Result from a long-term follow-up of 85 participants in Cherwell District

Physical Activity Clinical Champions (PACC)

- 655 healthcare professionals trained in PACC in 24/25
- 77% felt motivated to promote physical activity to their patients

"Excellent training, inspired to engage with own personal fitness after the facts in the presentation were presented so well, as well as encouraging the people I support to engage in increasing movement".

YOU MOVE

YouMove is now supporting **13,911 individuals** from **3,911 families**.

Who are YouMove children?

6,339 school-aged children

4,499

children eligible for free school meals are registered with YouMove.

This is almost **30%**

of all children in receipt of Free School Meals across Oxfordshire.

1,472 preschool-aged children

33%

of children who registered in the last year report having a disability.

This is above the school average, where 15% of children are on the SEND register.

57% of families are using their YouMove card at least monthly.

52%

adults have increased their activity levels by an average of

70 mins

a week

48%

children have increased their activity levels by an average of

153 mins

a week

50%

increase in adults reaching recommended activity levels

9%

increase in children reaching recommended activity levels

30%

decrease in adults classed as inactive

53%

decrease in children classed as inactive

YOU MOVE

Social value gain of £1,272,054

across those participants who joined YouMove in 2024/25.

Economic value of WELLBY's* gained by joining YouMove in 24/25:

£2.9 million

£2.76 return for every £1 invested

*Changes in life satisfaction can be converted to a standardised measure of wellbeing improvement called a WELLBY.

Impact on health and wellbeing

57%

adults reported improvement in how satisfied they are with life

50%

children reported improvements in their happiness

96% participants and **94%** families

think YouMove is making a difference to their family's health and wellbeing



Community Outreach Active Travel – Year 2

Reach

- 2,277 people (92% increase on Year 1)
- 69% increased active travel, rising from 56% in Year 1
- 81% now actively travel on four or more days per week,

Reducing Inequalities

- 71% of funding = priority neighbourhoods
- 48% of participants were from ethnically diverse communities.
- 600 adults with disabilities/long-term health conditions supported, including 335 accessing inclusive cycling opportunities.
- 588 bikes donated or loaned

Health and wellbeing

- 78% of participants increased their physical activity levels
- 88% reported positive physical and/or mental wellbeing benefits.

HNA & AO Focus

Culture & System

- System leadership to embed physical activity in everyday life
- Strong partnerships across health, local government and communities

Health - Prevent & Treat

- Physical activity as prevention and treatment
- Embedded in care pathways, not an optional extra

Design & Planning

- Community outreach through active travel and swimming
- Place-based work in priority communities

CYP - Start Early, Reduce Inequality

- Early years, SEND and inclusion at the core
- Tackling inequalities through schools and CYP partnerships

"I would like to express my heartfelt thanks for the You Move cards you kindly sent for me and my daughters.

In these difficult days of displacement, loneliness, and the uncertainty of seeking asylum, your kind gesture has been one of the most beautiful gifts we could have received. It brought light and joy to our hearts in ways words can hardly express.

We have come to the UK fleeing the oppression of a terrorist group like the Taliban in Afghanistan — a regime that has denied girls the basic right to education and dignity. For my daughters, who were once silenced and excluded from school simply because of their gender, this opportunity is more than just access to sports or activities — it is the feeling of being alive again, of being seen and valued as human beings.

Thanks to you and this initiative, they can now breathe freely, dream again, and experience a part of childhood that was stolen from them. We are truly happy, deeply grateful, and hopeful that we can make the most of this opportunity."