



# Physical Activity Strategic Framework



[www.thriveleisure.co.uk](http://www.thriveleisure.co.uk)

# Introduction

Being active has so many benefits to our health and our environment. Physical activity and sport can change lives, not only by supporting good physical health, but also by making us feel happier, helping us to be more productive in our personal and working lives, and even by improving quality of sleep.

By simply moving more, you can reduce the risk associated with many of these conditions, and where there are opportunities for people to move together, communities can thrive, which brings many wider benefits.

The County Durham Physical Activity Strategy 2023-28 [Moving Together](#) (MTiCD) aims to bring organisations together with the shared purpose of helping everyone to move more. The Culture, Sport & Tourism, Wellbeing, Sport and Leisure team are intrinsically linked to this as Durham County Council physical activity advocates, providing local services and supporting local communities.

This Physical Activity Strategic Framework aligns the principles and priorities within Wellbeing, Sport & Leisure that defines our part in a bigger system that will embed long-lasting, and transformational change.





# The benefits of physical activity

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Walking, cycling, group activities, sport and play bring a whole host of benefits to our communities (OHID, 2020).



## Physical wellbeing

Longer and healthier life years



## Mental wellbeing

Feel good  
Helps memory and long-term health



## Individual development

School readiness  
Productivity and independence



## Social

Better quality of life  
Sense of belonging and togetherness  
Road safety  
Reduced loneliness



## Economic

Improved employment  
Community  
Wealth building  
Work productivity  
Reduced sickness absence



## Environment

Cleaner air  
Suitable travel and places  
Reduced CO2 emissions  
Healthier environment

# Physical activity data 2022/23

[www.durham.insight.info](http://www.durham.insight.info)

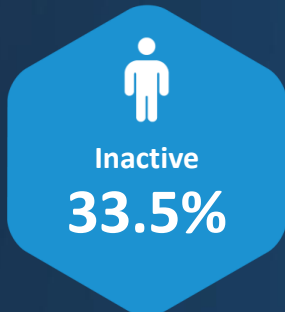
## Adults

County Durham

England



150+ minutes a week



<30 minutes a week

Sex: Physically active (adults)



County Durham Males %

## Children

County Durham

England



150+ minutes a week



<30 minutes a week

Sex: Physically active (adults)



County Durham Females %



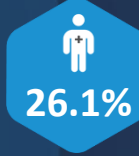
47.5%  
England

County Durham  
Levels of activity:  
Disability or long-term  
health condition



36.6%  
England

County Durham Year 6:  
Prevalence of overweight  
including obesity



21.3%  
England

County Durham Reception:  
Prevalence of overweight  
including obesity



County Durham Adults  
(aged 18+) classified  
as overweight or obese

**64.0%**  
England

## Change over time (adults)

### Physically active

County Durham      ↓ -2.3%  
England                → 1.1%

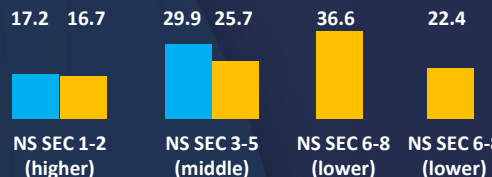
### Physically inactive

County Durham      ↑ 12.0%  
England                ↑ 2.4%

### Social status:

Inactive – less than 30 minutes a week (%)

Area      ■ County Durham      ■ England



Proportion of adults who do any  
walking or cycling, for any purpose,  
by frequency



# Moving Together in County Durham Core Principles

## Our Vision

County Durham residents will be more active, enabling them to live longer, healthier, and happier lives.

## Our Mission

Bringing people and organisations together with a shared purpose of helping everyone in County Durham.



## Our Principles



**Collaborate**



**Engage**



**Focus**



**Celebrate**



**Learn**

*“Moving Together in County Durham is a framework for partnerships to give priority to our most vulnerable groups. Striving to remove barriers to moving more and making it easier for those facing the greatest challenges to improve activity levels and contribute to improved mental and physical health and wellbeing.”*

# Moving Together in County Durham Core Principles



Community is the heart of 'Moving Together'. People and places are our greatest power



We are stronger together. Every individual, community and organisation sharing the vision



We think big together, creatively engaging and joining people together at every place and level



We create equal chance together, removing challenges to make sure everyone has an equal chance to have better health



We recognise success together, sharing and nurturing our community's success across the County



We change and learn together, listening and adapting to the needs of all our people and communities

# Wellbeing, Sport and Leisure Core Principles

thrive



Where there are opportunities for people to move together, communities can thrive!

# Wellbeing, Sport and Leisure Core Principles

## People

### We will make every contact count

- We will develop physical activity programmes led by local people for local people, ensuring that they are vibrant, engaging, and inclusive by design.
- We will act as the physical activity ambassadors for the council to inspire and support every person to move more and to make positive health choices.
- We will support local champions to raise the importance of achieving a healthy lifestyle.

## Place

### We will put place at the forefront of everything we do

- We will offer non-conventional 'physical activity hubs', that are more relevant, accessible, inclusive and offer 'something for everyone'.
- Our services will be accessible, safe and welcoming.
- We will provide a high-quality physical environment, maximising the potential of our outdoor spaces to make it easier for people to be active.
- Our service will be sustainable both in terms of our environment and our business.

## Systems

### We will work alongside organisations with a shared purpose

- We will underpin the principles and priorities of the Moving Together Strategy.
- We will work with networks and partners to embed physical activity into everyday lives.
- We will find solutions to inactivity to make it easier for those facing the greatest challenges.

## Enablers

### We will use support tools to achieve our goals

- We will develop a suitably trained workforce.
- We will use research data and insight to understand local needs, making improvements by learning and adapting what we do.
- We will plan our marketing and communications so that we can reach and engage people in a more innovative way.

# Moving Together Priority Areas

**Children and  
Young People**

**Inclusive  
Communities**

**Active  
Environments**

**Health and  
Social Care**



# Wellbeing, Sport and Leisure Priority Areas



**Children and  
Young People**

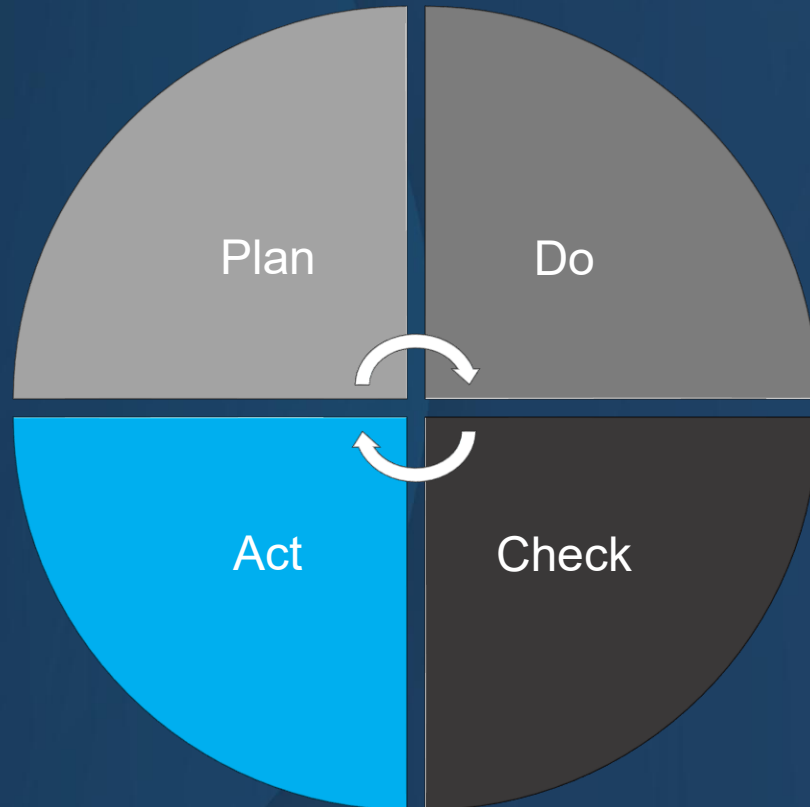
**Inclusive  
Communities**

**Active  
Environments**

**Health and  
Social Care**



# Performance: 2024-27



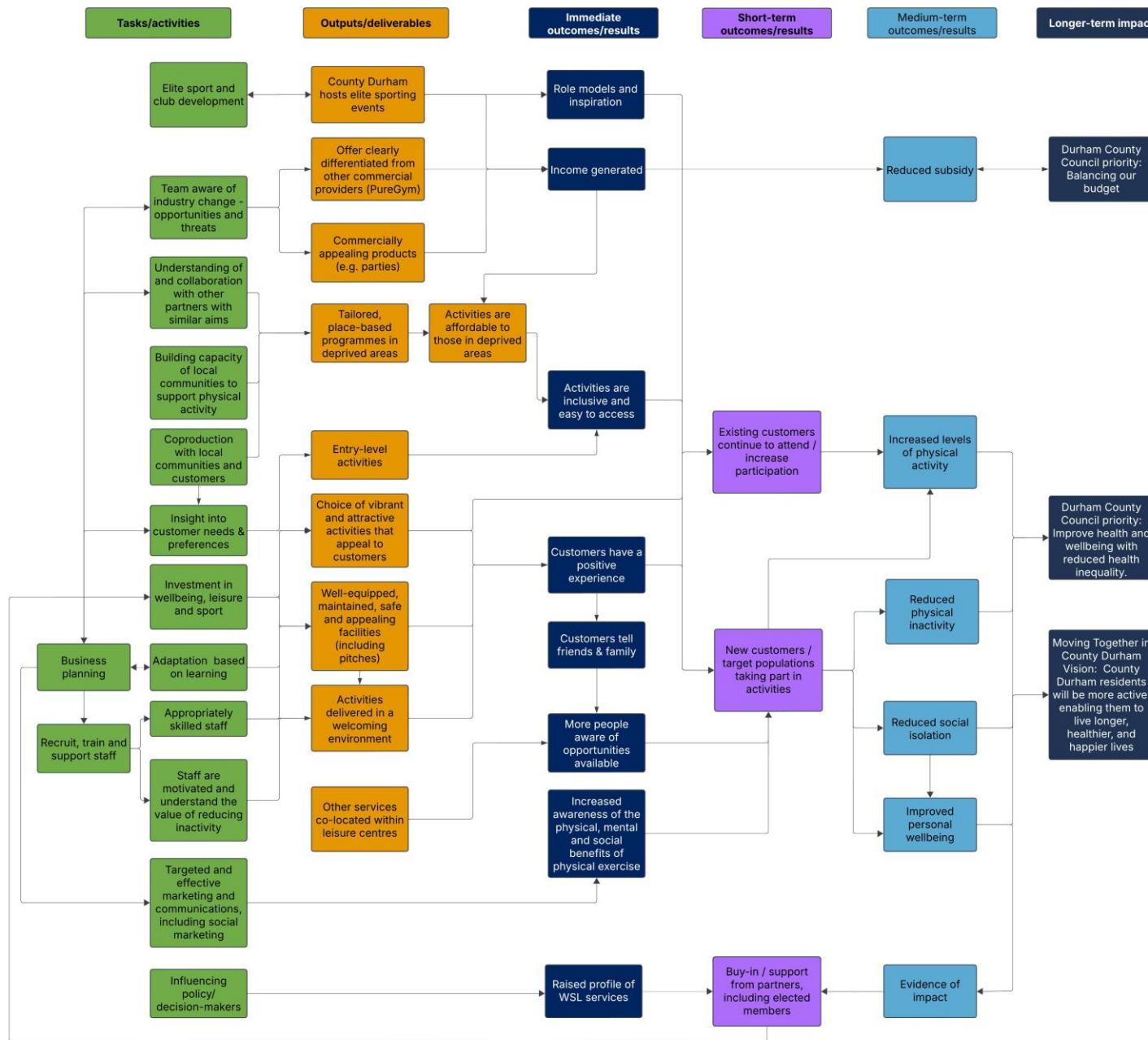
We will use qualitative and quantitative approaches linked to Moving Together to measure the implementation of the changes against agreed success criteria.

If the change did not work, we will repeat the cycle with a different plan.

If the change is successful, we will incorporate learning into the wider operation.

We will use learning to plan improvements and repeat the cycle.

# Wellbeing, Sport and Leisure Team: Theory of Change



# Our ways of working

## Place-based

- Of relevance to the place
- Of benefit to the place

## People-centred

- Doing what our customers want us to do (or need us to do)
- Working with

## Matrix approach

- Peer to peer and colleague to colleague working
- Tends to be internal to the organisation

## Collaborative

- Working together towards a common goal
- Tends to include external and internal working

We are responsible and accountable. We find solutions. We can provide evidence and assurance.

A **place-based** approach is about understanding the issues, interconnections and relationships in a place and coordinating action and investment to improve the quality of life for that community.

A **people-centred** approach focuses on the needs of specific people or groups of people, taking the time to learn from those communities. “People-centred” is a human-centred principle. We can co-create proper solutions when we are embedded in those communities, as we can tap into their insights and find real issues to address.

**Matrix working** removes traditional silo working and vertical reporting lines and provides opportunities to bring cross-functional teams together with shared accountability and responsibility for delivery of specific goals and projects.

A **collaborative** approach involves people working together on activities or tasks to ensure that everyone participates. People in the group may work on separate tasks contributing to a common overall outcome or work together on a shared task.