

Moving Together

in County Durham



Our action plan 2023–28

Children and Young People

| Key priorities | How do we know we have made a difference |
|--|--|
| <p>Enable children and young people to move more every day, increasing levels of physical activity at home, school and in the community</p> <p>Ensure equitable physical activity opportunities for children and young people</p> <p>Build and strengthen networks and partnerships to support physical activity capacity building</p> | <p>Increased percentage of Children and Young People (CYP) engaging in physical activity (Sport England Active Lives Survey)</p> <p>Increased engagement in:</p> <ul style="list-style-type: none"> Leisure programmes i.e. free swimming, free targeted youth gym membership DCC 'learn to ride a bicycle and safety' programmes Early years framework and training Fun and food activity Active Travel initiatives in schools Active 30 <p>Increased engagement with the Moving Together champions network</p> |

Partnership identified actions

Short-term

- Children and Young People Moving Together Network will create new (and strengthen existing) relationships with those who deliver, fund or support programmes or services to children and families to maximise physical activity opportunities
- Children and young people partnership to develop support, and streamline resources, for school and community programmes for families
- Develop ways to creatively engage with children, young people, and families to co-produce the design and communication of programmes/interventions
- Develop consistent messages to be shared throughout the children and young people Moving Together partnership network across all sectors and community groups

Medium-term

- Support the Fun and Food and leisure delivery to ensure that all organisations who deliver sessions have the tools and training to promote healthy movement and physical literacy principles for life
- Support Family Hubs to ensure movement is an embedded part of practice in all hubs, linking with maternal healthy weight and early years, exploring peer support in all communities
- Encourage primary schools to sign up to the free 'learn to ride' bicycle programme
- Engage secondary schools to provide opportunities for vulnerable and inactive students to attend the wellbeing leisure programmes, and identify and share learning from the targeted youth project delivered by Culture, Sport and Tourism





Long-term

- Using the Early Years Framework, strengthen relationships, support, and engage early year's settings (including childminders) to embed physical literacy principles, and identify actions to ensure physical activity opportunities are maximised in all settings
- Work with County Durham Youth Council and academic partners to understand and identify where change can be made to address the youth consultation findings (equal chance of participation in physical activity, gender inequality, accessible activity, and sport for those with disabilities, LGBTQ+, and equity in access to swimming from early years)

- Engage schools in a review of the School Health and Wellbeing framework to support, further incorporate and promote enjoyment of physical activity e.g., Physical literacy, Active Schools, Heart project, Wellbeing leaders, Life Skills through Sport, Active Travel and Outdoor learning



Inclusive Communities

| Key priorities | How do we know we have made a difference |
|--|--|
| Empower children and adults to move more every day, and ensure that everyone has the opportunity to engage in physical activity | People are moving more and rates of physical activity increase (Sport England Active Lives survey data/PHOF) |
| Improve knowledge about 'why,' and signposting to 'how' to move more in community settings | County Durham Physical Activity Strategy Committee feedback |
| Support the development of an 'active place-based' approach to moving more, including local communities, education providers, health and social care providers, and workplaces | Increase in local physical activity community initiatives |
| | Evidence from Moving Together Champions (showing increased movement amongst those who currently move less) |
| | Service level evaluations (i.e., Cree movement, We Are Undefeatable, County Durham Community Growing and Food Network) |

Partnership identified actions

Short-term

- Increase physical activity levels across all communities and settings in County Durham by strengthening engagement, commitment, and collaboration with partners across all sectors and settings
- Local partners and communities to work together to create more local, accessible and enjoyable opportunities to be active.

- Using evidence-based behaviour change models, co-produce targeted communications to promote fair access to opportunities to be active every day

Medium-term

- Using evidence-based behaviour change models, promote, and communicate increased movement and physical activity to our communities by providing good quality, co-produced information on the importance of physical activity, how to access opportunities
- Increase inclusive participation and engagement with County Durham leisure facilities
- Support voluntary sector organisations to have the tools they need to improve and promote the benefits of, and access to, physical activity opportunities
- Work with communities to make outdoor spaces and facilities accessible for all, particularly those from vulnerable groups (gender inclusive, unemployed, people with long term conditions and disabilities, and older people, including dementia friendly environments)
- Support community-led programmes that are designed by local people, using evidence-based behaviour change approaches to better understand capability, opportunity, and motivation to move more
- Work with communities and the voluntary sector to maximise community growing and gardening opportunities
- Continue to build on Sport England Active Partnerships 'place based' work to test and evaluate 'whole system approaches' to increasing activity levels on a small area level to inform wider rollout across County Durham

Long-term

- Work together to remove systemic inequalities to strengthen opportunities to move more in our communities, ensuring everyone understands how and where they can both engage in physical activity and participate with others to do so
- Strengthen partnerships between physical activity stakeholders and workplaces through local workplace health initiatives and the County Durham Better Health at Work Award BHAWA, supporting businesses and other organisations to create conditions which make it easier for employees to move more
- Work with local workplace health initiatives and the County Durham BHAWA to ensure a workplace physical activity offer is both accessible for smaller business and targeted to those organisations where need is greatest
- Develop and share case studies from local businesses that have successfully incorporated moving more into their day-to-day working environments
- Engage and support local employability programmes and services so that they have a better understanding of the role moving more can play in helping people back into employment



| Key priorities | How do we know we have made a difference |
|---|--|
| Increase active travel and opportunities for walking, wheeling, and cycling | Increase in numbers of residents walking, wheeling/cycling: as measured through national surveys (i.e. Sport England Active Lives and Government active travel statistics) |
| Engage communities, NHS, social care providers, schools, and workplaces in Active Travel programmes | Increased sign up from schools to Healthy Weight framework, County Durham Better Health at Work Award (BHAWA) and Active Travel priorities |
| Build active urban design into planning policies | Health impact assessment completed for all relevant planning applications Improvements to paths via the 'Rights of Way Improvement Plan' deliverables |

Partnership identified actions

Short-term

- The Active Environment Moving Together network will create new (and strengthen existing) relationships with those who plan deliver, fund or support improvements to infrastructure and active travel initiatives to help incorporate daily movement into travel plans
- Build Active urban design into planning proposals
- Support and promote delivery and engagement with programmes to increase cycling (i.e. bicycle training, borrow a bike and recycle bicycle programmes)

Medium-term

- Deliver the actions within the Durham County Council Local Walking and Cycling Delivery Plan
- Support the delivery of the Rights of Way Improvement Plan ensuring inclusive accessibility of paths for all ages and abilities
- Work with local communities to co-produce community-led sustainable Active Travel programmes and messaging
- Adopt a test and learn approach to play street schemes with County Durham Sport Active Partnership (supported by Sport England)

- Develop and share consistent messaging to progress a citizen's approach that reinforces the importance of looking after our natural assets when using them for physical activity

Long-term

- Review and deliver a renewed Strategic Cycling and Walking Delivery Plan
- Maximise uptake of Active Travel by encouraging organisations in County Durham to contribute to local policy development
- Influence decision-makers in the design and creation of green spaces and accessible community facilities



Health and Social Care Settings

| Key priorities | How do we know we have made a difference |
|--|---|
| <p>Increase knowledge and confidence of Health and Social Care professionals regarding physical activity benefits to patients and health outcomes</p> <p>Embed 'Green social prescribing' across County Durham</p> <p>Embed Active Travel plans with local NHS colleagues in line with England NHS sustainability policy</p> | <p>Increased uptake of training amongst health and social care staff</p> <p>Increase in GP and health professionals joining Moving Together champions network</p> |

Partnership identified actions

Short-term

- To increase movement for health, strengthen and develop existing and new relationships between health and social care settings and the wider physical activity network in County Durham
- Promote physical activity awareness and training as a standard part of health and social care practice

Medium-term

- Support approaches to '[Green Social Prescribing](#)' across the county to ensure that more people explore County Durham's natural assets to help them move more.
- Support local mental health services to increase movement and physical activity with both inpatient and community services
- Support all health and social care settings to share consistent and appropriate physical activity messages targeting all patients ages and groups
- Work with academic partners and health and social care colleagues to develop the local evidence base on 'what works well' in County Durham

Long-term

- Health and social care staff to develop knowledge to enable them to build strength-based conversations about movement and physical activity into their practice, and ensure they can signpost patients to a range of opportunities in the local community
- Work with NHS colleagues to embed Active Travel plans in line with NHS England sustainability policy
- Develop and share case studies showing our residents from varying backgrounds, ages and groups enjoying and benefitting from local physical activities