

Physical Activity Strategic Framework



Introduction

The service has a huge part to play as the Durham County Council physical activity advocates, providing local services and supporting local communities to get involved.

The County Durham Physical Activity Strategy 2023-28 [Moving Together](#) sets out a social movement to get people moving more and Wellbeing, Sport & Leisure is intrinsically linked to this.

The Moving Together strategy aims to bring organisations together with a shared purpose of helping everyone to move more.

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



Wellbeing, Sport & Leisure Offer



Background: physical activity data 2022/23

Adults

Children

County Durham

England

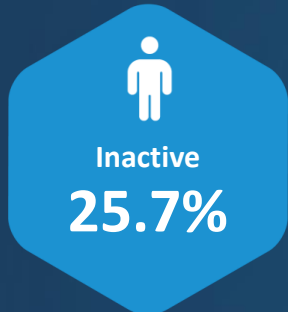
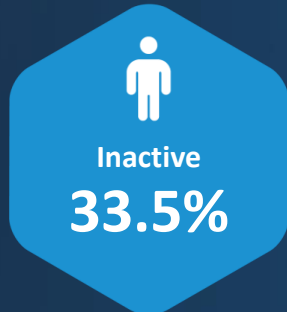
County Durham

England



150+ minutes a week

150+ minutes a week



<30 minutes a week

<30 minutes a week



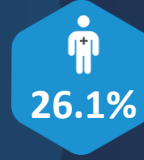
County Durham
Levels of activity:
Disability or long-term
health condition

47.5%
England



County Durham Year 6:
Prevalence of overweight
including obesity

36.6%
England



County Durham Reception:
Prevalence of overweight
including obesity

21.3%
England



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%

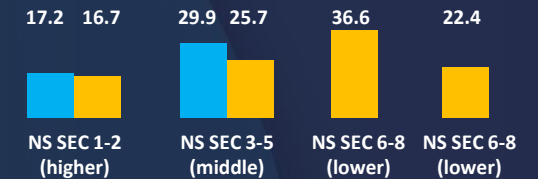
Physically inactive

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



Sex: Physically active (adults)



County Durham Males %

Sex: Physically active (adults)



County Durham Females %

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



Community



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



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

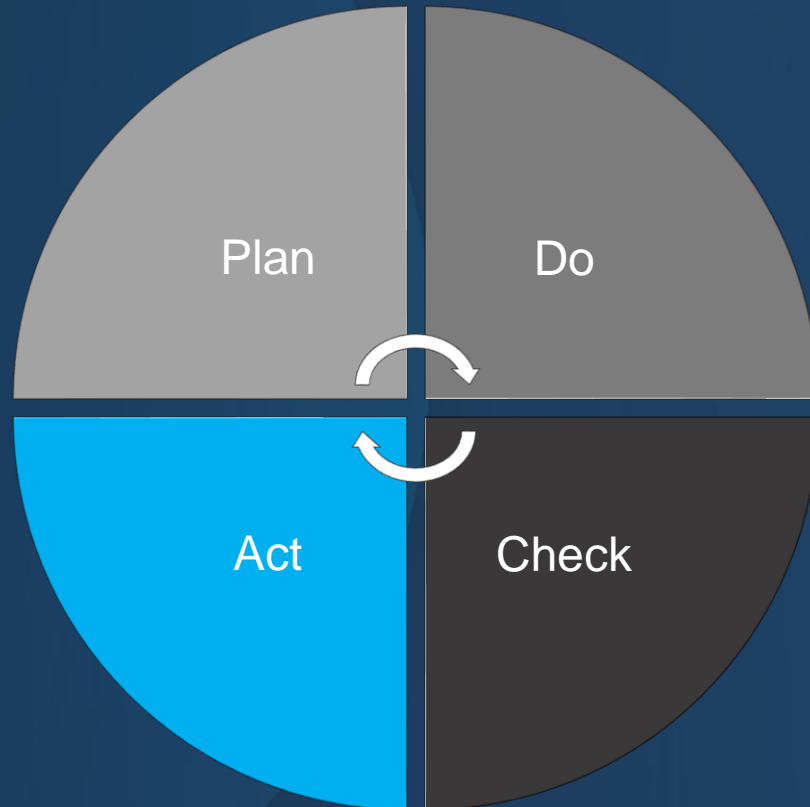
Inclusive Communities

Active Environments

Health and Social Care



Performance: Plan 2024-27



We will use qualitative and quantitative approaches 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.