

Environment & Sustainable Communities Overview and Scrutiny Committee

22 November 2024



thrive 

Physical Activity Strategic Framework (PASF)



www.thriveleisure.co.uk



- Overview
- Moving Together Principles and Priorities
- PASF Principles and Priorities
- Impact Summary



Introduction

The Wellbeing, Sport & Leisure 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

High quality indoor leisure facilities that are community 'physical activity hubs'

A range of outdoor facilities to support organised community sport

Responsible for the Playing Pitch Strategy to protect and develop our open spaces

Affordable and nutritional meals and snacks at the thrive kitchen cafes

A digital offer to exercise at home, virtual and hybrid classes and an app for easy access to information and bookings

Delivery of a range of targeted intervention programmes to engage early years through to older populations

Place based pilots to overcome the barriers to physical activity that exist in specific communities

Promotion of Active Travel and support organised Walking, Running and Cycling in our communities

A range of unique recreational products to offer 'something for everyone' across the county

A range of physical activity volunteering opportunities in local communities

Support to local athletes at high performance level through the Durham Institute of Sport

An introductory level offer and a 1:1 wellbeing service to support our inactive populations

Support to community clubs through Club Durham

Background: physical activity data 2022/23

Adults

Children

County Durham

England

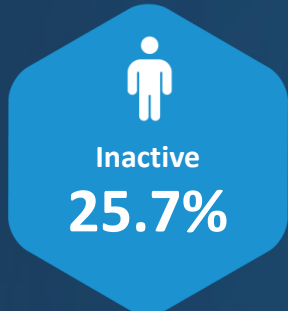
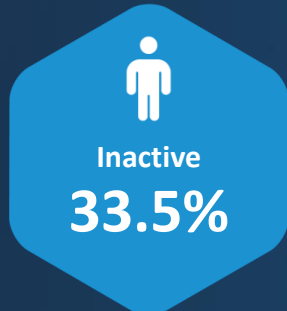
County Durham

England



150+ minutes a week

150+ minutes a week



<30 minutes a week

<30 minutes a week

Sex: Physically active (adults)

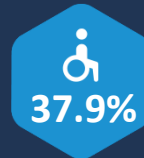


County Durham Males %

Sex: Physically active (adults)



County Durham Females %



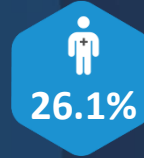
County Durham Levels of activity: Disability or long-term health condition

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%

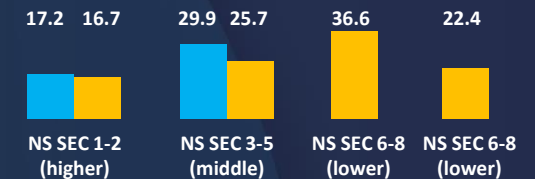
Physically inactive

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



Moving Together in County Durham

Moving Together in County Durham



Moving Together in County Durham is our strategy to make it easier for every person to move more each day.

We have a shared purpose set out in our vision and mission. Our core principles guide collective actions, and our four priority action areas will help us over time coordinate our approach and achieve our vision.

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.

- County Durham is a wonderful place to live with unique beauty, but many of us are not active enough for good health
- Building activity into all parts of our lives will help us connect with our communities to be healthier, happier, and stronger

Moving just a little more each day will benefit us at every stage of life

Starting Well

Balance and coordination
Concentration and behaviour
School ready

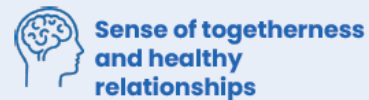
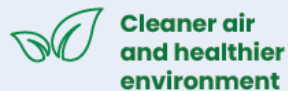
Living Well

Feel good and sleep better
Energised and productive
Improved immunity and mental health

Aging Well

Strength and Independence
Longer and healthier life years
Healthy brain and memory

Being active benefits our community



Our priority areas for action



Children and Young People

Inclusive Communities

Active Environments

Health and Social Care settings



Our Core Principles



Six core principles will help guide individuals and organisations to take steps to empower, enable and support everyone in County Durham to move in ways that will help us be healthier, happier and stronger together.



Community
The heart of 'Moving Together'
People and places are our greatest power



Engage
Thinking big together
Creatively engaging and joining people together at every place and level



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



Focus
Creating equal chance together
Together removing challenges to make sure everyone has an equal chance to have better health



Celebrate
Recognising success together
Sharing and nurturing our community's success across the County



Learn
Changing and learning together
Listening and adapting to the needs of all our people and communities

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.

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'.
- We will support, protect and maximise the use of our outdoor spaces.
- 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.

Wellbeing, Sport and Leisure Priority Areas



Children and Young People

Inclusive Communities

Active Environments

Health and Social Care

Priority Action Areas

Business Development

Customer Engagement

Customer Experience

Product and Programme Development

Active Environment

Cross-cutting Themes

Health and Safety

Marketing and Communications

Digital

People Development

Performance

Shared Priority Actions

- ❖ Research and insight to find out how we can get people to move more and to develop our programmes.
- ❖ Improving support to our target groups on their journey to make positive behaviour changes.
- ❖ Shared communications to improve our reach to inactive populations.
- ❖ Links with wider partners to maximise the impact of our natural assets.
- ❖ Support to make our facilities more sustainable with increased use and a more balanced agenda across our commercial and social responsibilities.
- ❖ Shared learning to adapt our approach and find solutions to make it easier for those facing the greatest challenges.



Inclusive Communities

- ❖ ‘Moving Together in Peterlee’ A two-year pilot to support local stakeholders, and residents to have their say and to drive forward positive lifestyle changes in the town.
- ❖ Our community-based staff resource is now utilised by the Moving Together Network to increase their capacity work with communities, to develop Moving Together Champions and to develop sustainable place-based solutions to get people moving.



Active Environment

- ❖ WS&L offers walking, running, and cycling support to local communities to set up and safely run organised sessions. This work is now connected to the ‘Active Environments’ action group to raise the profile of the environmental and the health benefits of Active Travel and using our local landscape for recreational use.
- ❖ Each leisure facility is developing an Active Travel Plan to encourage customers and staff to access the site via more sustainable transport.



Health and Social Care

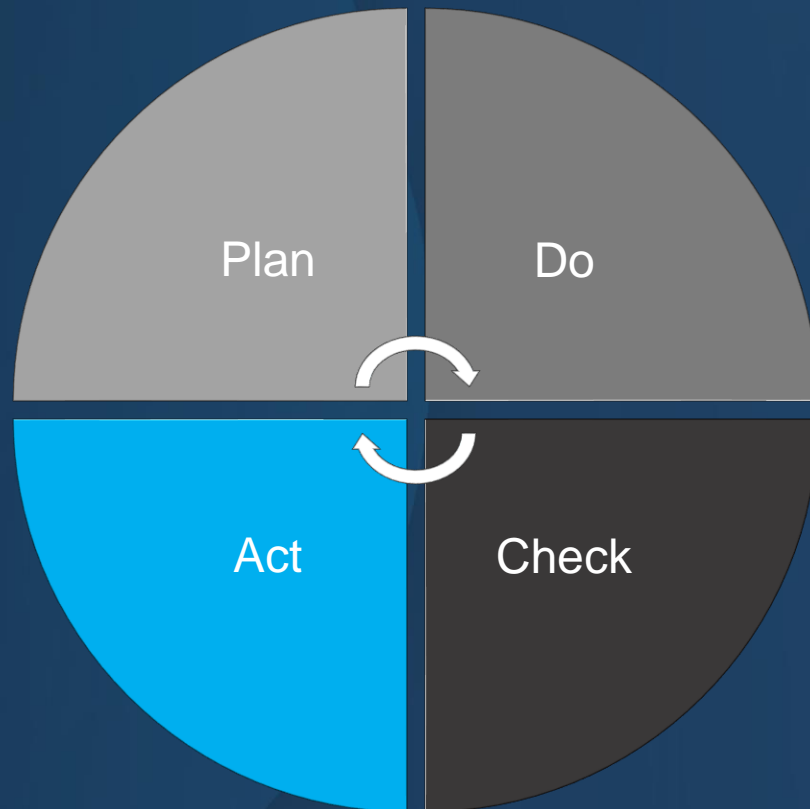
- ❖ The 'Move hub' offers a dedicated gym with power assisted equipment at Abbey, Louisa and Teesdale Leisure Centres.
- ❖ All sites now offer introductory level 'Move' classes, low level team games (walking netball, football etc.) and a 1:1 advice and support programme. This is supported by our NHS, health and social care providers to ensure that our residents with health conditions and disabilities are signposted and receive ongoing support.

Children and Young People

- ❖ The new adventure play offer within the leisure facilities for early years to teens is supported by the wider network to connect the Family hubs, Fun and Food offer, education, young carers and the looked after teams.
- ❖ 'Ready Sett, Go' supports early years physical development and the network has helped to promote sessions with our early years providers.



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.



Impact summary

Financial Year: April 2023 – April 2024

Snapshot: April 2024 – October 2024



175

Join In programmes delivered



1452

Join In sessions delivered



2511

Join In participants



80
Ready Sett Go programmes



22
After school clubs



16
Doorstep clubs



26
Ready, Sett, Go CPD programmes



31
Ready, Sett, Go celebration events

thrive  thrive  thrive 



Move Facebook

 6.8k followers

974 new this year

 70k visits

 135%

 330k reach


 100%

Move Timetable

208 Number of partners on timetable distribution list


255 Number of sessions on monthly timetable


Move Sessions

 **56**
Weekly walks

 **15**
Walking sports

 **26**
Community exercise classes

 **124**
Creative sessions

 **4**
Sportsability sessions



For internal use only

April – October 2024



21K+

thrive active members
(gym, swimming, classes)



500+

new move active members
(Move Hub, swimming, classes)



5K+

people learning to swim



39K+

young people used our
play facilities



1.7m

website
page views



0.5m

timetable
views



23K+

online
enquiries



16K+

app
downloads



49K+

Facebook
engagements

thrive  thrive  thrive 



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