

A woman with dark hair tied back, wearing a purple athletic top, is smiling broadly and looking to her right. She is in a gym or fitness studio, with other people and exercise equipment visible in the blurred background. A yellow horizontal band is overlaid across the middle of the image, and a pink triangular graphic is in the bottom right corner.

MOVE NORTHAMPTONSHIRE

MoveNorthamptonshire.org

A Framework For
Active Lifestyles In
Northamptonshire
2023 to 2028

Active lifestyles and moving more matters

Introduction

'Move Northamptonshire' is a system-wide framework for developing more active lifestyles in Northamptonshire.

It's been created through conversations with over 200 people and organisations, providing their ideas about how to support more people to be active, especially those who face the greatest barriers.

You'll see the terms 'movement' and 'active lifestyles' being used throughout, these are the collective terms for the other words we commonly use, including sport, physical activity, exercise, recreation and leisure. It's a call to action, to work collaboratively to make active lifestyles a central part of people's lives in Northamptonshire

The framework will only make a difference if everyone plays their part. To create sustainable change the framework needs public, voluntary and private sector support. It is a call to action, to work collaboratively to make active lifestyles a central part of people's lives in Northamptonshire

What will this framework do?

As well as outlining a shared ambition (vision) this framework will also:

Connect movement and active lifestyles into other strategies



Guide investment and capacity



Co-ordinate resources more effectively



Lever external resources



Develop greater collaboration and buy-in



Support sharing of best practice



Raise the profile of movement and active lifestyles



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Active lifestyles and moving more matters

With active lifestyles playing such an important part in people's overall health and wellbeing, an integration with the health system in Northamptonshire is vital. The NHS Long-Term Plan commits to moving upstream, a shift towards prevention, and recognises the vital role that active lifestyles can play.

Integrated Care Northamptonshire brings together our Unitary Councils, the NHS and the VCSE sector to work collaboratively in meeting people's health and care needs. The 10-year ICN Strategy 'Live Your Best Life' (LYBL) sets out the ambition to help people benefit from equitable opportunities to live their best life, wherever they are and wherever they live in Northamptonshire.

This Framework, 'Move Northamptonshire', is informed by LYBL and aims to ensure that active lifestyles are a fundamental way of helping people to live their best life. It also aims to thread active lifestyles throughout the 'system' in Northamptonshire, providing a voice for movement and physical activity as partners consider their strategies, policies, approaches and actions.

Move Northamptonshire



Active lifestyles and moving more matters

Moving more and having an active lifestyle matters. It supports our physical and mental health, our social connections, the strength of our local communities and the development of our local economy. Increasingly, it also plays a part in our environmental sustainability.

Being active regularly, at a level that raises our heart rate and causes us to feel out of breath:

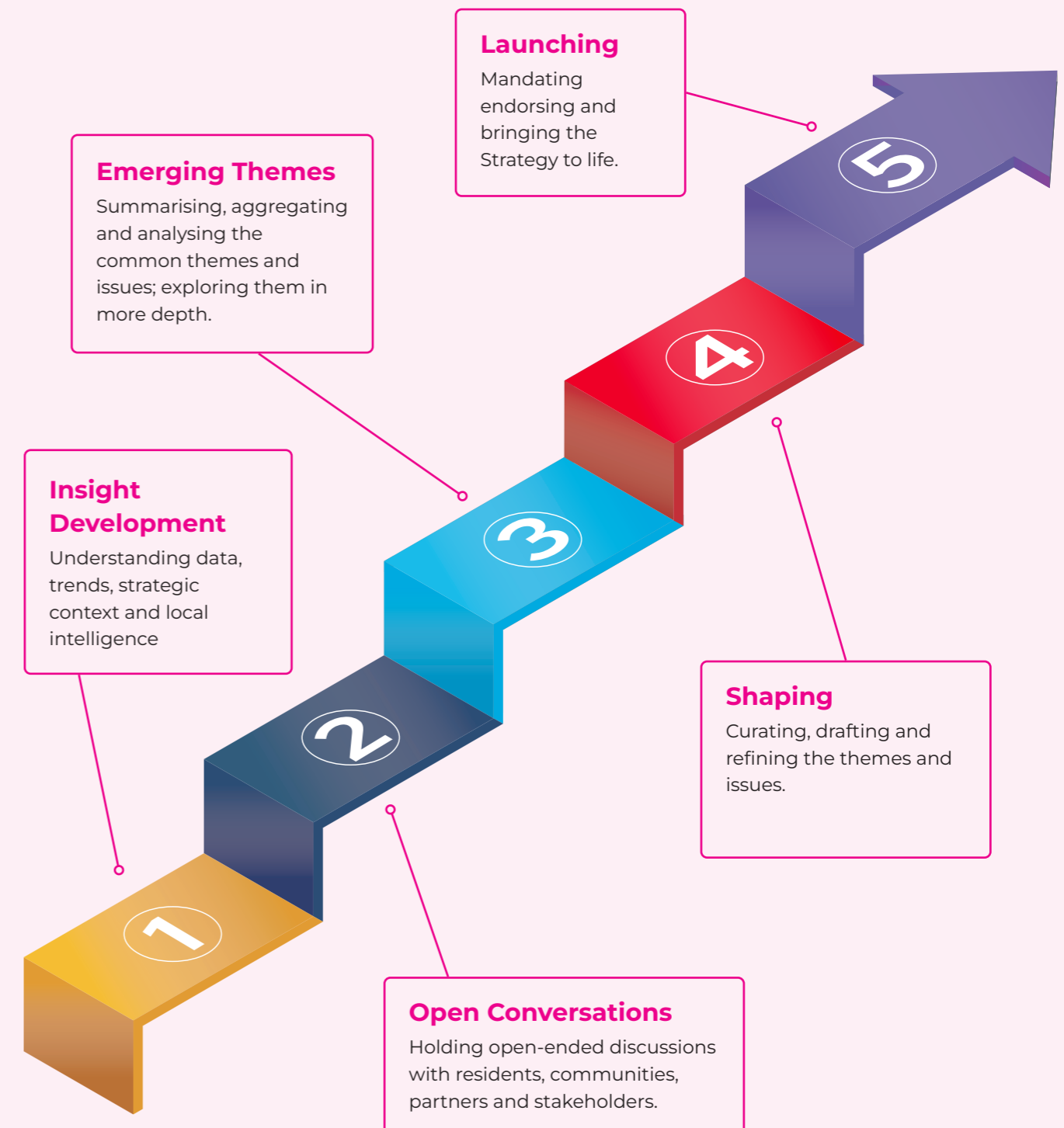
-  Reduces our risk of heart diseases, stroke and respiratory illness by up to **25%**
-  Minimises risk of bone fractures by **66%**
-  Reduces our risk of depression by **48%**
-  Generates **£4** for society for every **£1** spent
-  Lowers all-cause mortality by **30%**

This framework believes that everyone should experience these benefits, regardless of their age, gender, race, ability or background. However, despite these benefits being well evidenced and understood, we know there are barriers that make the choice to be active more challenging, especially for certain groups and communities in Northamptonshire:

- **26.9%** of the adult population (753,000 adults) are inactive.
- **Over 50%** of adults aged 75+ are inactive, with this age group to grow significantly in future years.
- Disabled adults are almost twice as likely as non-disabled people to be physically inactive (**42.4%** vs **22.6%**).
- People from ethnically diverse communities are **half as likely** to be active as those from white British backgrounds.
- People from low income households are **20%** less likely to be active than those from higher income households.
- **Over half of children** and young people are not achieving the recommended 60 'Active Minutes' per day.

How did we get here?

Over **200** people have helped create 'Move Northamptonshire', the process has helped to identify the challenges, barriers, ideas and vision for what a more active Northamptonshire could look like.



What does a more active Northamptonshire look like?

Shared Ambition

“By 2028 healthy active lifestyles will be integral to ALL people’s lives in Northamptonshire, irrespective of background, age, race, gender or geography.”

To make this aim a reality certain communities, demographics and people living certain places will need more support than others to get active. It will take the lifespan of this framework to deliver the transformation, by the end of it, you will see that:

- ✓ People are moving more and leading more active lifestyles for at least 150 minutes per week.
- ✓ Inequality gaps are reduced.
- ✓ More children are active for at least 60 minutes per day.
- ✓ Everyone’s wellbeing and happiness increases.

How do we define inactive?

- Adults: Doing less than 30 minutes of moderate intensity activity per week.
- Children: Doing less than 60mins of moderate intensity activity per day.

The UK Chief Medical Officer guidelines recommends:

- Adults should do at least 150 mins of moderate intensity physical activity or 75 mins of vigorous physical activity or a combination of both each week.
- Children should do at least 60 mins of moderate intensity physical activity each day.



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What do we need to do to realise this ambition?

Making this shared ambition a reality within the next five years requires concerted effort from all. It will take sustained, co-ordinated and innovative approaches, as well as changes in how we do things. This includes, greater collaboration, sharing learning, pooling resources and joint accountability.

At the heart of the Framework is the fact that people's circumstances change. Our lives don't stay the same.

Work gets busy, young families divert us and older parents need caring for. Life continuously alters and what keeps you active at 22 is unlikely to be the thing that keeps you active in your 70s. Therefore, the 'ways we support' activity need to be adapted, as we move through life. The Framework refers to these ways we work as 'Enablers'; the areas to focus on that could impact people throughout their lifetime.

Great Start

Our early years have a profound effect on the rest of our lives. A great early experience of physical activity, sport and play can set us up for a sustained healthy active lifestyle.



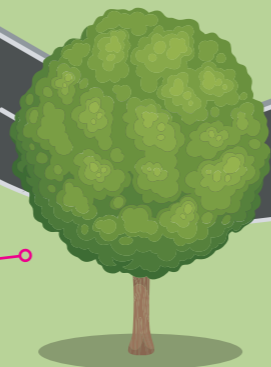
Tailored Choices:

Understanding that people's circumstances are ever changing and we all need bespoke, easy to access, opportunities that suit our current situation and lifestage.



Active Environments

We need housing development, local neighbourhoods, transport options, built infrastructure, green and blue assets networks that make the choice to be active the easier option.



Integrated Offers

Integrating physical activity into other services, systems and places will avoid it being seen as an add-on. If being active is embedded into how our workplaces, our health services and our education provision function then we can make being active daily much easier.



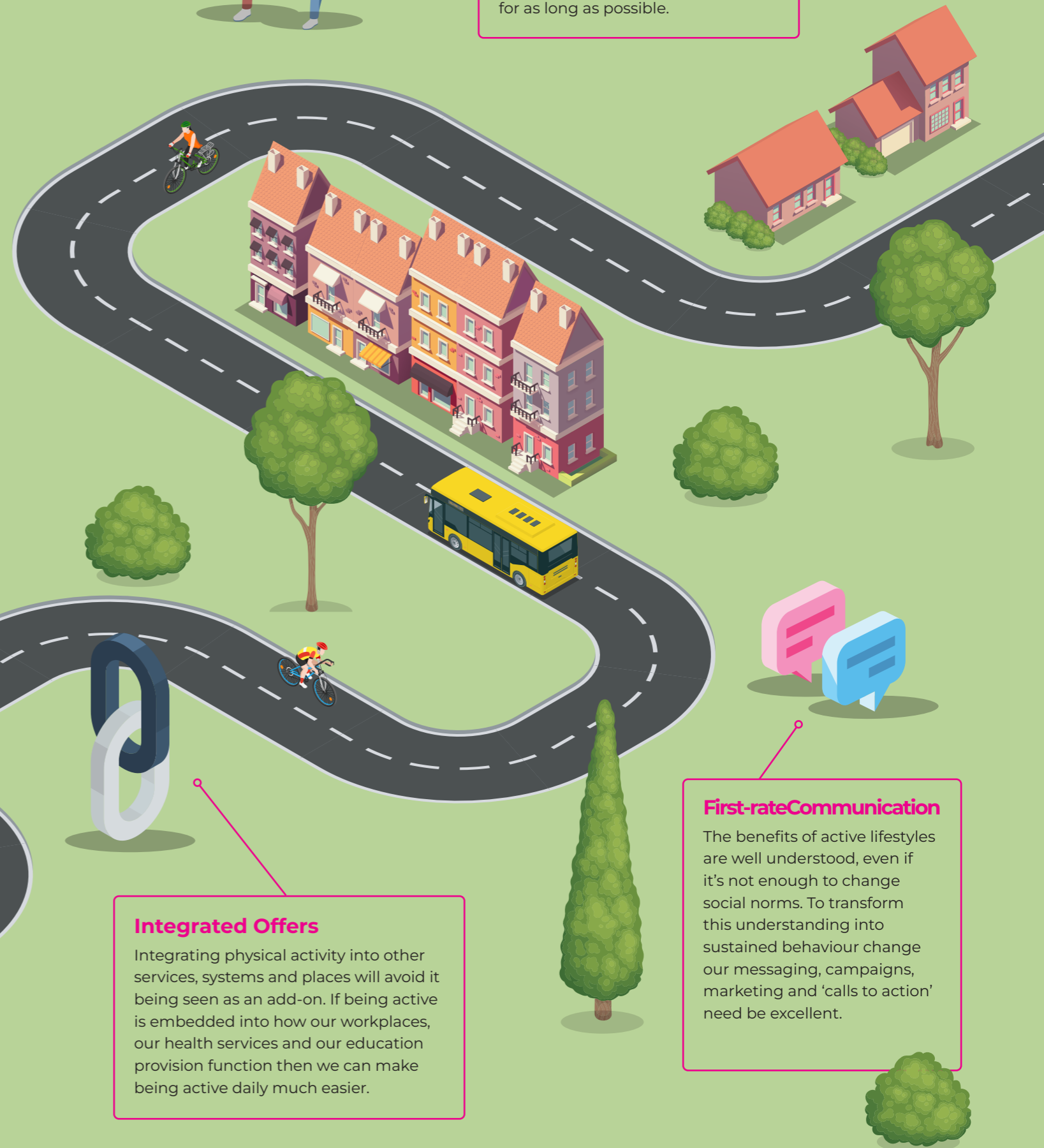
First-rate Communication

The benefits of active lifestyles are well understood, even if it's not enough to change social norms. To transform this understanding into sustained behaviour change our messaging, campaigns, marketing and 'calls to action' need be excellent.



Active Ageing

The benefits of staying active into later life will help achieve the best possible health and wellbeing outcomes for older adults and support them to stay independent for as long as possible.



Exploring the enablers

Great Start:

Our early years have a profound effect on the rest of our lives. A great early experience of physical activity, sport and play can set us up for a sustained healthy active life.

To make this happen the stakeholders aim to...

- Embed active play within all early years settings.
- Support all schools to offer '60 Active Minutes' a day.
- Make all PE lessons inspiring and motivating for all children and young people.
- Sustain a confident and capable workforce within schools.
- Create easy pathways from school to community provision.
- Support 'whole school' approaches around healthy active lifestyles (including school meals, family involvement, active travel and staff wellbeing).

First-rate Communication:

The benefits of active lifestyles are well understood by people, even if it has not been enough to change social norms. To transform this understanding into sustained behaviour change our messaging, campaigns, marketing and 'calls to action' need be first-rate.

To make this happen the stakeholders aim to...

- Establish system-wide consistency in language and terminology.
- Co-ordinate regular and system-wide campaigns that inspire more people from every background to be active.
- Commit to the 'Open Active' data standards, publishing information in an open and consistent way.
- Build and support a team of 'Move Northamptonshire' champions to advocate for physical activity within their setting, this could be a community, workplace or interest group.
- Maximise the opportunity to use digital platforms and IT solutions to make finding out about and participating in physical activity opportunities easier.

Tailored Choices:

Understanding that people's circumstances are ever changing and we all need bespoke, easy to access, opportunities that suit our current situation and lifestage.

To make this happen the stakeholders aim to...

- Support the core network of clubs, leagues, events and competitions to continue their recovery from the pandemic and tackling the cost of living pressures.
- Provide opportunities for people who need extra support post-pandemic and those most effected by the cost of living pressures.
- Deepen our understanding and insight around physical activity inequalities.
- Prioritise resources more carefully, targeting those that need the greatest support.
- Support communities to build their own capacity to be active.
- Work hand-in-hand with people in considering and creating the opportunities that will support active lifestyles.
- Broaden the diversity of the professional, voluntary and community workforce, at all levels.
- Explore ways of reducing cost for those who can least afford activities.



Exploring the enablers continued...

Integrated Offers:

Integrating physical activity into other services, systems and places will avoid it being seen as an add-on. If being active is embedded into how our workplaces, our health services and our education provision function then we can make being active daily easier.

To make this happen the stakeholders aim to...

- Embed physical activity and movement into the health offer locally, working with Public Health, the Integrated Care System, Primary Care Networks and voluntary sector providers to address wider health needs.
- Deepen the integration of physical activity and movement into social prescribing networks and referral pathways making opportunities inclusive and easy to access.
- Utilise physical activity within wider local government objectives and services around anti-poverty, levelling up, community engagement, regeneration, economic development and the green agenda.
- Embed movement and active lifestyles into the Active Ageing work in Northamptonshire.
- Review leisure provision to ensure it is sustaining existing activity levels and increasing take-up by those who can least afford it.
- Support the incorporation of physical activity into workplaces, supporting employers to provide the facilities, incentives, policies and programmes to improve the wellbeing of their staff.

Active Ageing:

Staying active in later life will help achieve the best possible health and wellbeing outcomes for older adults and support them to stay independent for as long as possible.

To make this happen the stakeholders aim to...

- Embed physical activity into whole system community approaches that support improved outcomes for older adults, including models of social prescribing across the county.
- Create stronger connections with health and adult social care providers to build an integrated offer for older adults.
- Apply insight and person-centred approaches to better understand older adults and provide opportunities and activities to benefit them.
- Collectively promote and advocate the benefits of maintaining an active lifestyle, including strength and balance into later life.

Active Environments:

We need housing development, local neighbourhoods, roads, transport options, leisure facilities, green and blue assets that make the choice to be active the easier option.

To make this happen the stakeholders aim to...

- Transform local planning policy and processes to better support active lifestyles.
- Designate a series of 'Active Zones / Quarters' across the county, where priority effort and additional resource is directed into increasing use for physical activity.
- Accelerate the construction of new, safe, routes for cycling and walking.
- Create 'Healthy Streets' across the county, bringing together communities and local authorities, to increase the amount of cycling, walking and playing in our local areas.
- Ensure we have a built facility infrastructure that meets community need and insight, especially those groups where inactivity is greatest.
- Reduce the impact of climate change by identifying more sustainable ways of operating leisure and sport facilities, working towards a carbon neutral target by 2030.



How will we work?

If the whole 'system' around us is better aligned to active lifestyles and less fragmented in approach, the likelihood of successfully embedding physical activity as the social norm is greater. For movement and active lifestyles to become innate we need the policies, strategies, services and approaches of public, voluntary and private sectors to unite in the ambition.

To make this happen the stakeholders aim to...

- ✓ Pledge their support for the Shared Ambition, aligning themselves to it within the context of their own circumstances and overall objectives.
- ✓ Work together to measure the impact of the framework.
- ✓ Establish a set of shared measures used by all to shape individual, organisational and collective future approaches
- ✓ Put the needs of the local communities at the centre of future decisions and actions.
- ✓ Work even more collaboratively with each other and our communities in the co-design of opportunities.
- ✓ Listen and learn even more from each other about what works and what doesn't.

What does success look like?

If our Shared Ambition is for "healthy active lifestyles to be integral to ALL people's lives in Northamptonshire" then the ultimate measure of success has to be the Chief Medical Officer recommendations for adults and children/young people (adults - 150 mins a week; children/young people - 60 mins a day).

Because of the specific intent to achieve this "irrespective of background, age, race, gender or geography" we must also look at the more detailed data as it applies to our least active communities.

Whilst an improvement in physical activity levels is the ultimate measure, we can also measure other changes that will lead to greater physical activity levels:

Changes in the System: With the strength of relationships, levels of trust, alignment of strategies and creation of policies.

Changes in Satisfaction: With the quality, choice and accessibility of

opportunities to be active.

Changes in Attitudes: With people's motivation, confidence, social norms and positivity towards physical activity.



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Activating the framework

However, to really empower this collective effort the mandate of key structures and organisations is important. Positioning this framework effectively and gaining appropriate endorsements of the public, voluntary and private sector – will assist in delivering the Ambitions.

Truly activating the ambition within this framework requires a ‘movement of many’ - of individuals, organisations, networks and systems. There are many people with the energy and passion to make a difference and it will be through these efforts that this Strategy will succeed. This doesn’t require ‘governing’ or ‘overseeing’ in any formal sense.

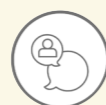
‘A movement of many’

Getting Involved

Activating the framework requires the collective efforts of the many. Only by combining a multitude of major and minor actions will we create the ‘movement’ necessary to achieve the Ambition. Everyone and every organisation can play their part in some way.....



Find the time in the day to be active yourself.



Take part in the Activation Sessions - bring your energy and your ideas.



Encourage others around you – family, colleagues, customers and partners to do the same.



Think about how your own organisation’s delivery can shift to align even better with the ambitions.



Read this framework (you’ve done that if you’ve reached this far!) and start thinking about the ways you, or your organisation can ‘plug in’.



Share your learning and your stories.



Tell others about the framework, persuade them that they can be a part of the movement too.



Help to grow the movement by promoting #movenorthamptonshire



www.MoveNorthamptonshire.org