

Somerset Moves

The strategy for the development of physical activity and sport across Somerset 2022-2030

'Enabling Active Lives For All'



March 2022





Introduction

Somerset Moves is our strategy for improving lives in Somerset through physical activity and sport.

It has been shaped by people's ideas from an online conversation, virtual workshops and evidence of what helps people to be active.

Everyone has a role to play in Somerset Moves; people, communities, and organisations from every sector and place across the county, pulling together with a shared goal to help people move more.

This document, '*Somerset Moves*' is our system wide strategy, setting out what we need to do in Somerset to get people moving more for their health and wellbeing, by building activity and more movement into daily life. Helping people move a little more, making it easier for them to be active, to take part in sport, and making physical activity a natural part of how we all live, travel, work, and play in Somerset.

A quick note on terminology:

The terms **activity** and **movement** are used to refer to all kinds of physical activity, including sport, exercise and informal incidental activity. Each term speaks to different people in different ways, but all have equal value and place in enabling people to move more.






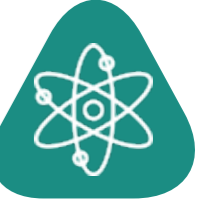
The term **system** is used to describe the wide range of organisations, environments and individual factors that influence activity and movement. This includes all the people who influence activity and movement, be that formally as part of their role, or informally in a personal capacity.

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Why moving matters

We believe everyone should have access and opportunity to the benefits of moving regardless of age, gender, race, ability, background or geography.

Physical health and wellbeing	Mental health and wellbeing	Social and community development	Economic development	Individual development	Environmental sustainability
					
Physical activity can help to prevent and manage over 20 chronic conditions and diseases, and therefore has fundamental role to play in improving our health and wellbeing and reducing the risk of long term health conditions.	The natural process of releasing 'feel good' endorphins helps to lift the mood and promotes long-term mental health.	Sport and physical activity enable people to have fun, make friends, be healthy and build stronger community connections. Increasing social trust, belonging, and community participation improves road safety, reduces loneliness, quality of life, place and environment.	A healthy population is a productive one. Today, the mental and physical health of our workforce has never been more important as we look to build, and rebuild, vital industries and support our national economy through incredibly challenging times.	Supports social and economic inclusion by improving school readiness, education attainment, self-esteem, productivity and independence.	Contributes to a greener, healthier environment and more sustainable living, travel, and places.

*Adapted from Greater Manchester Moving in Action 2021-2031 Strategy

Why moving matters

We are all designed to move. But our modern world has evolved to keep the majority of us still. Physical activity and sport contribute to both our physical and mental wellbeing, our social and community development, and our economic and individual development¹. Activity and moving more are key to improving lives.



Physical health and wellbeing

Making activity and movement part of our everyday lives will help us live happier and healthier lives, enable our communities, places, and economy to thrive, and will contribute towards a more sustainable county.

When we're young, being active helps our body develop properly², with a strong heart, healthy bones, muscles, and brain development. It also helps us connect to people and places we live.

As we get older, regular exercise that raises our heart rate a little reduces the risk of physical and mental illness – from heart disease, strokes, colon cancers to obesity and osteoporosis as well as depression, forms of dementia and anxiety among other conditions³.



Mental health and wellbeing

Greater self-esteem. Increased confidence. Reduced anxiety. Movement, sport, and physical activity are proven to make us feel good⁴.

The evidence shows that people who get active have greater levels of happiness, life satisfaction and feeling worthwhile.



Social and community development

Activity and sport have an incredible ability to bring together people of all ages, cultures and backgrounds in the places we live, reducing social isolation and building a sense of pride and belonging.



Economic development

£1 spent on community sport and physical activity generates nearly £4 for society and the economy⁵.



Individual development

From a young age, being involved in activity and sport equips us with essential life skills, from self-control to teamwork, conflict resolution to leadership⁶. There's a proven link between taking part in physical activity and improved job opportunities, including young people not in education, employment or training⁷.



Environmental sustainability

The government declared a climate emergency in 2019, setting a net-zero carbon target by 2050. This has seen an acceleration in the work to reduce our carbon footprint, as we effectively respond to climate change, create sustainable communities and drive industry innovation across the sector.

Sustainability and new green technology are playing a key role in the design and management of sports recreation and leisure facilities. Promoting sustainability can help drive down running costs and make a real contribution in the battle against climate change. The need to raise awareness, find solutions and build in resilience are an ever more pressing matter.



However, we know that there are a number of people who lack the confidence, access or opportunity to take part, and who are not currently moving enough for their health and wellbeing. Inactivity increases the risk of making people sick and unhappy, unproductive, stressed and is contributing to climate change through reduced active travel.

We want that to change, and the good news is that it is within our collective power to enable that change to happen.

As we emerge from the pandemic, sport and physical activity provides a proven, effective way to reach people across the county and create a wealth of overlapping, life changing benefits.

How we got here

Somerset Moves began with a review of the national and local strategic context, key data, insight, and trends to help us consider the changing landscape.

We then hosted an online 'Big Conversation', open to everyone in Somerset to share their thoughts and ideas through our online consultation platform.

To help us to further understand the challenges, we provided the opportunity for community organisations, partners, and stakeholders to participate in a series of virtual workshops to discuss the issues, develop ideas and help shape key areas.

We then paired people's ideas with evidence of what helps people to be active. This led to six themes, each with its own set of priority areas for us to focus on to realise our mission.

We then tested these themes and priority areas through a final phase of consultation to help us to test and refine the draft strategy.

The words on the following pages grew out of these steps and conversations.

These themes and priorities might stem from your words. They might come from the words of your neighbours, friends, family or colleagues.

Somerset Moves seeks to embrace everything that supports people to be active – all the different ways we move, and all the different ways we can help the people around us to move.

It is a call to all of us whether as individuals and organisations, to join together to make it easier for everyone, young or old, whatever their ability and background and wherever they live in Somerset, to be active.

Being active is essential. We can all be active and play a role in supporting others to find their own way to move.

Let's work together to improve lives across Somerset and help make Somerset a happier and healthier place to live.



Insight Gathering

The national and local strategic context, key data and insight



Big Conversation

The opportunity for the residents, community organisations, partners and stakeholders to share their thoughts and ideas through our online consultation platform



Virtual Engagement Workshops

An open opportunity for community organisations, partners and stakeholders across Somerset to consider key challenges we face in Somerset and to help shape the strategy



Strategy Shaping

A series of internal sessions to prepare the draft strategy, centred upon the Insight, Big Conversation and Engagement Workshop findings



Draft Strategy Testing

A final phase of consultation to test and refine the emerging draft strategy content

Where we are now




Over a third of adults (36%) across Somerset do not meet the Chief Medical Officer's recommended 150+ minutes of physical activity per week (162,373 adults)⁸. This has increased over the last 18 months during the Covid 19 pandemic.

45%
of people with a disability in Somerset are inactive

30%
of people with a long term health condition are inactive. This increases where people have a greater number of long term health conditions – 2+ LTHCs (43%) and 3+ LTHCs (57%)

29%
of people in more routine/semi-routine jobs, or who are long term unemployed or have never worked, are inactive

3 out of 5
Almost 3 out of 5 people in Somerset are diagnosed with hypertension, this is higher than the national average.


Physical activity levels generally drop with age, with the sharpest decreases in activity coming at ages 55-74 (24%) and 75+ (47%)


50.2%

Over half of children in Somerset (50.2%) are not achieving the Chief Medical Officer's recommended 60 minutes of physical activity per day (58,746 children)⁹


1 in 5

Nearly 1 in 5 children arriving in primary school are already overweight or living with obesity


1 in 3

The numbers of children who are overweight or living with obesity increases to nearly 1 in 3 by the time they leave primary school


29

There are 29 'highly deprived' neighbourhoods in Somerset (categorised as being within the 20% most deprived in England)¹⁰


47,000

Around 47,000 Somerset residents live in a neighbourhood identified as one of the 20% most deprived in England


9.3 years

Men in the most affluent areas of Somerset, will live on average 9.3 years longer than men in the deprived areas. For women the difference is 7.3 years¹¹

Importantly, we were successfully reducing inactivity in Somerset. Then the COVID-19 pandemic hit. Within the space of a few months activity rates fell and we became more sedentary because of lockdown restrictions.

Our Collective Mission

This is a big agenda, and it includes everyone.

Somerset Moves seeks to embrace everything that supports people to be active – all the different ways we move, and all the different ways we can help the people around us to move. Being active is essential. How we do it is up to us.

If it raises our heart rate and makes us breathe more quickly it counts!

It is all about moving in ways that work for you, and supporting others to find their favourite ways to move, whether that be informal walking and dancing or a facilitated session or sport.

Contributing to improving lives across Somerset

Success would look like:

- Moving is a normal part of everyday life for everyone regardless of age, ability, background or geography.
- People who once struggled to be active feel the positive benefits of increased activity.
- Health inequality gaps will be much reduced.
- All children and young people enjoying physical activity and sport.
- Greater levels of happiness, life satisfaction and mental wellbeing.

Imagine a county where we see:

Moving is a normal part of everyday life for all. A culture of everyone moving, everyday whoever, wherever, whatever your way the day or the evening. Somerset people, families, and communities, in all their diversity, moving their way, living happier and healthier lives.

We will enjoy seeing people who once struggled to be active, feeling the positive benefits of moving. We will celebrate that supporting those who are least active has become the accepted way of doing things for organisations. The work with targeted groups delivers major breakthroughs in reducing health inequalities.

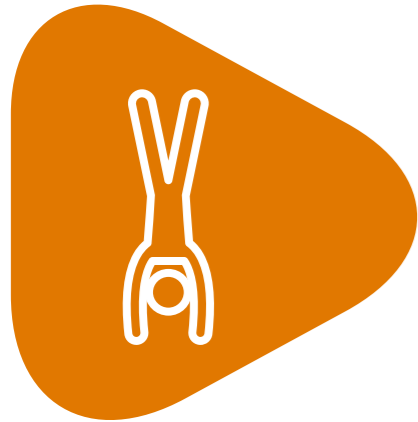
Whether it's a short jog, the walk to school, gardening, cycling to work, playing football or cricket, participating in the junior league, dancing in the living room at home, online armchair exercises, wild swimming, or pool swimming, weightlifting at the gym, or a longer walk through the park. This will be true for all of us.



More people than ever before are playing a part to help ensure that moving, physical activity, sport and active lives are something that everyone has access to and, if they want, are able to participate in, instigate and influence.

All of this will have been made possible by a shift in the way we work together, as individuals and organisations, to meet the needs of our communities and to make physical activity part of all of our daily lives.

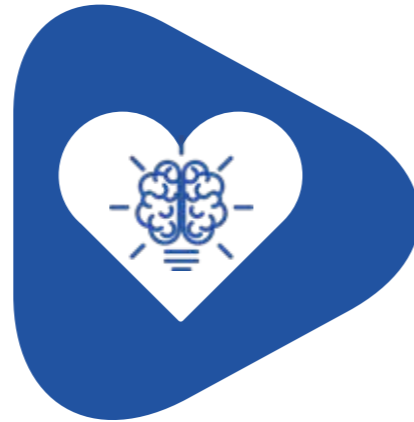
What we are going to focus on



1. Positive experiences for children and young people of all ages



2. Increasing community activity



3. Connecting with health and wellbeing



4. Developing more active environments



5. Supporting and motivating people to move



6. Developing leadership, the workforce and partnerships



1. Positive experiences for children and young people of all ages

We want to enable all children and young people to become more physically literate, to feel more confident and competent and to gain much more enjoyment from physical activity and sport.



Our ambition

Positive experiences at an early age help build the foundations for an active life. We want to enable all children and young people to become more physically literate, to feel more confident and competent, and to gain much more enjoyment from physical activity and sport. We will particularly need to focus extra support for those who do not currently have the same opportunities to be active.

We want to work with schools, community clubs and organisations to provide environments and opportunities for those who are less confident, less affluent or less supported to find the joy of activity.

Some will want to challenge themselves to fulfil their potential and we want to ensure our children and young people have pathways to support their aspirations.



Success will be:

- New and enhanced opportunities and environments to be active created with children and young people.
- More young people achieving the Chief Medical Officer's recommended 60 minutes of physical activity per day (averaged across the week).
- More young people in our least active areas regularly taking part in physical activity, enjoying the experience, being more resilient and reporting more positive mental health.





What we'll focus on:

- **Embedding physical activity across all aspects of school life**
Working with our state funded schools to enable all children and young people to have a great experience, to build their confidence, competence and enjoyment through activity.
- **Putting children and young people first**
Listening, understanding and working with children and young people and their families when we seek to create or improve activities and opportunities.
- **Improving community provision in areas where fewer young people are active**
Making it easier for children to be active within the neighbourhoods where they live.
- **Enhancing support to those receiving free school meals or at risk**
Assisting more children and their families to have equal opportunities to be active.
- **Enriching and expanding holiday activity opportunities**
Exploring funding models with partners to expand the holiday activity provision across Somerset.
- **Targeting teenagers who show the greatest drop off in activity levels**
Making the activity offer relevant and attractive for teenagers in their schools and communities.
- **Working with Early Years education providers**
Supporting children and their families to have the best possible active start in life.



What we heard

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“We need a greater focus of providing free or low-cost opportunities for those children or families in receipt of free school meals or referred by their GPs.”

Workshop Participant

“I didn't have a great experience at secondary and lost interest.”

Big Conversation Participant

“A wealth of evidence shows that young people who are more physically active are happier, healthier, and better equipped to learn. This is why we believe it so essential to have a co-ordinated long-term strategy to tackle inactivity and improve young people's wellbeing.”

Big Conversation Participant

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2. Increasing community activity

We want to move activity within easier reach of people, increasing access, inclusion and the participation of communities who are currently underserved and under-represented.



Our ambition

Sustaining and creating more accessible opportunities, which are easy to find and meet our individual needs and interests, are central to enabling us to live more active, healthier and happier lives.

We want to ensure that everyone has a broader range of opportunities to be active. We want to make sure that access to opportunities becomes more equitable.

We want to move physical activity, sport and leisure within easier reach of people, increasing access, inclusion and participation of communities who are currently underserved and under-represented.

To achieve this there will be a need to support communities to collaborate on developing local opportunities that meet the needs and interests of those living in their place. This will increasingly require a bottom-up approach to be adopted, working with the people within each place and the organisations trusted by them.

We want to go further with the use of digital technology.



Success will be:

- An increase in activity levels.
- A broader range of opportunities for people who lack the confidence or opportunity to take part at present.
- Helping people find opportunities that are suitable for them and their ability and individual needs.
- More people from the priority groups regularly enjoying being active.
- An increase in collaboration and good built environment design to encourage more active lives, in targeted places.
- More local activities published to OpenActive data standards, making activities easier to find.



What we'll focus on:

- **Supporting community sport**
Assisting the network of community sport organisations providing a vast array of opportunities across our communities to recover and reinvent after Covid 19 restrictions, and to support those who wish to progress their sporting potential.
- **Supporting active 'Local Community Networks' and places**
Working to grow and spread place-based approaches, environments and partnerships, with more of the most deprived communities across Somerset, to develop local opportunities that meet the needs and interests of those living in their communities.
- **Making it easier to find opportunities**
Embedding the OpenActive data standards across the sport and physical sector in Somerset, and working to ensure all opportunities are published in a consistent way so they can easily feature in campaigns and activity finders.
- **Diversifying opportunities by creating activities with people who find it hard to be active**
We'll be creative in adding movement into other interests and in finding ways to make sessions affordable and accessible.
- **Embracing technology and digital**
Capitalising on the ability for digital solutions to make being active easier, accessible, attractive and relevant to the digitally savvy.



What we heard

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“Utilising free and varied fitness resources and workouts online I can exercise within the comfort of my own home - easy, fun, saves on travel to and from gym, can be done with family, easier to schedule in.”

Big Conversation Participant

“A lot of the activities aren't local and it means travelling...”

Big Conversation Participant

“Having support from work to fit activity in around work and family commitments.”

Big Conversation Participant

“Listen to people in their communities, to understand the barriers that are in place in those communities to take part in physical activity. Understand what activities communities are interested in and where it is most comfortable to take part.”

Big Conversation Participant

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3. Connecting with Health and Wellbeing

We want physical activity and sport to become embedded in how we all think about Somerset's, and our own, health and wellbeing.



Our ambition

Our physical and mental health is our biggest asset. However, a significant number of us are not active enough to realise the full benefits for our physical and mental health.

We want physical activity and sport to become embedded in how we all think about Somerset's, and our own, health and wellbeing.

We want to ensure that we align with the health priorities for Somerset. In doing this we will aim to strengthen our connections and collaboration with the health system so more people are recommended or referred into activity as part of primary and secondary care services and care pathways.

We will work increasingly with partners who want to improve people's health through using physical activity and healthy movement.

We will experiment with different approaches to tackle inequalities in health and participation across our communities and population groups.

We also want to capitalise upon the power of activity to positively contribute to pre and post elective surgery outcomes.



Success will be:

- Increased integration of physical activity and sport within the health care system at both primary and secondary care with it becoming embedded into care pathways.
- More people from the priority groups regularly enjoying being active.
- More people accessing activity based prehabilitation and rehabilitation.



What we'll focus on

- **Working collaboratively to embed physical activity and sport into the emerging health and Integrated Care System, primary and secondary care and local community networks**
Developing meaningful links, contributing to policy and strategy and including the creation of local solutions that enables physical activity to play a role in addressing local health needs.
- **Developing a shared and consistent approach to address inequalities**
Working with public leisure providers and community groups to introduce local concessions and a range of interventions to make opportunities accessible for those who can least afford to take part.
- **Prioritising increasing the range of activities available**
Focussing on those people with long term health conditions and other inequalities, using different approaches to address these in health and participation across our communities.
- **Supporting the continuous professional development of health care professionals**
Increasing the learning opportunities available to develop and enhance their abilities to support and motivate people into activity as part of their care pathways.
- **Supporting the expansion of social prescribing**
Working with lead partners to connect more people to community groups and leisure providers supporting and motivating people to improve their health and wellbeing.
- **Supporting the development of health and wellbeing within workplaces**
Promoting best practice in supporting and managing the health and wellbeing of staff, particularly in workplaces enabling employees to fit activity in and around work and family commitments.
- **Exploring the potential to introduce physical activity pathfinder projects**
To assist with the priorities around child development, weight management and long term health conditions.



What we heard



"There should be a focus on beating inactivity amongst all population groups, whilst also prioritising the groups whose inactive behaviours put them at greater risk."
Workshop Participant

"Co-produce solutions with key local communities and individuals, clubs, and organisations within them, to tackle inactivity and inequalities."
Workshop Participant

"I'd like to see us being able to reach those who would not normally engage with physical activity, and those who are more isolated. Making it as accessible as possible."
Big Conversation Participant

"Extend the 'Fit for Surgery' approach for pre-operative exercise and other care pathways, collaborating nationally to increase capability."
Workshop Participant





4. Developing more active environments

We want to grow and improve access to active environments that embed being active where we live, work and play.



Our ambition

The places where we live, work and play, influence our activity levels. There are three broad categories that enables us to live active lives:

- 1) **Mainstream sport, leisure, and wellbeing facilities** – swimming pools, sports halls, fitness facilities, pitches and courts.
- 2) **Community spaces** – parks, greenspaces, blue spaces and open spaces, public rights of way, village halls, community centres and schools.
- 3) **Built environment** – streets, housing estates, squares and paths.

We want to ensure that there is equitable access to mainstream and community facilities.

We want to increase the numbers of us enjoying our natural environment, using the vast array of greenspaces, places for walking, our coastline and inland waterways - to help people to live happy and healthy lives.

Over time to increase activity levels, there will be a need for our mainstream facilities to gradually move from a traditional leisure offer to a modern health and wellbeing offer, without losing core services such as swimming and sport.

Our stock of facilities will need to be more inclusive and environmentally friendly, offering better affordable experiences for us.

There will be a need to rethink the role of mainstream and community facilities, and how their staff can be sustainably deployed to support health and social care and deliver activities and interventions for the communities they serve.

Our community spaces and wider built environment have become increasingly important following the switch towards outdoor activities during the pandemic. We need to seize opportunities to make it easier, safer and more appealing to walk, cycle or play outside and encourage this to happen.



Success will be:

- Adopted Active Environment Strategy and Investment Programme.
- Grow more, better quality and more accessible active places and routes.
- More sustainable network of mainstream and community facilities.
- Holistic policy, practice and governance creating the conditions to enable active lives for all.



What we'll focus on:

- **Increasing the range of places to be active**
Unlocking permission to use new, non-traditional, or under-utilised spaces to enable more people to be active in locations and environments that suit them.
- **Promoting active travel**
Increasing the emphasis on encouraging ways to travel sustainably for short trips. Increasing the development of safe routes and cycle security solutions.
- **Supporting communities to transform local spaces**
Building community and cross-sector partnerships to support and co-design safe, accessible, and attractive spaces for outdoor play and recreation.
- **Focusing on being carbon neutral and reducing climate change**
Identifying more sustainable solutions for managing larger mainstream and community facilities to achieve a carbon neutral target by 2030.
- **Mapping facility access**
Mapping out the access to, and conditions of, our active environments, to identify inequalities and shape a long-term strategy to address areas of over / under provision.
- **Influencing complimentary policy frameworks and plans**
Pursuing a holistic policy and active design approach with wider public health, planning, transport, social care, education and climate emergency policies and plans to support the future development of neighbourhoods and communities that will encourage and enable us to be active.



What we heard



"Consider what we can do to help address rural and urban inequalities, making start times better to take account travel times and access."
Workshop Participant

"The strategy must consider what is needed to enable (NOT encourage!) people of all ages and abilities to be active in everyday life, with a move away from a car-centric county, to one that supports walking, cycling and public transport on the Dutch model."
Big Conversation Participant

"Making sure we're pursuing a holistic approach is key to creating neighbourhoods that encourage physical activity."
Big Conversation Participant





5. Supporting and Motivating people to move

We want to see greater support to encourage us to get started or keep moving when we feel that we can't do it alone.



Our ambition

We want to see greater support to encourage us to get started or keep moving when we feel that we can't do it alone. We know this is particularly important for those of us who find it hard to be active.

At the moment, not everyone feels supported to be active. We want to create the conditions necessary to see a cultural shift where everyone can play a part in helping and encouraging others to live more active lives.

We want to improve physical activity messaging. We believe this should focus on influencing people's attitudes and beliefs about physical activity, and the reasons why they should participate.

We want to work with partners across Somerset to develop support systems to enable us to achieve this, and realise the power of our collective professional and volunteer workforce.



Success will be:

- A learning culture with open sharing of insight across the system.
- More inclusive language, imagery and stories across the system.
- More campaigns inspiring us to be active.
- More people and Active Ambassadors helping others to be active and move more.



What we'll focus on:

- **Improving physical activity messaging**
Ensuring messages are inclusive, irrespective of whether you live with a health condition or what age you are.
- **Developing and promoting campaigns which challenge perceptions around who can be active and how**
Campaigns can help raise awareness, generate excitement and inspire us to be active. We will focus on influencing people's attitudes and beliefs about physical activity, and the reasons why they should participate. We will promote national and local campaigns that use inclusive images and encourage more people to be active in ways that work for them.
- **Learning more about the support that is needed and how best to make it available**
We need to understand what support is needed, what helps or puts people off engaging in physical activity and how best to make it available to those who need it most.
- **Continuously improving participant's experiences**
Supporting our professional and voluntary workforce to allow participants to play an active part in the development and progression of activity sessions.
- **Expanding the network of Active Ambassadors who can offer supportive physical activity conversations and help**
Guidance from local people we trust and are relatable can help us inspire the confidence to be active. Active Ambassadors will offer encouragement and advice to help others get started.



What we heard

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“Physical exercise is something that can take time to show positive results. Relationships with others is important in helping us bridge the gap between inactivity and self-motivated action.”
Big Conversation Participant

“Somewhere to turn to when I need the encouragement/support, either to be active with them or just a bit of 'you can do this'. It is easier when you have someone else helping you.”
Big Conversation Participant

“I am overweight, I have mental health issues and people don't understand how difficult that is... I know I can be lazy... People think it's a choice and some of it is, but when you are in it then tell me how easy it is to fix - because it isn't and I can't do it on my own.”
Big Conversation Participant

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6. Developing leadership, the workforce and partnerships

We want to create the right conditions for change across people, organisations and partnerships with the potential to help turn our shared plans and ideas into action.



Our ambition

The people who spend their time helping others to be active, or achieve their aspirations, are our most precious resource.

Activity and sport rely on the capacity, experience, connections and support of hundreds of volunteers and professionals

The capacity, capability and reach of this workforce needs to be supported and strengthened.

We also need to create the right conditions for change across people, organisations, and partnerships with the potential to contribute and help turn our shared plans and ideas into action.

We will need to harness the opportunities that local government re-organisation could present, clearly identifying the role physical activity and sport can play in helping the new Council realise its ambitions for our places, communities and residents.



Success will be:

- Improved system conditions to embed physical activity policy.
- Broadened involvement and advocacy for active lives.
- Strong Council services and leadership, leading to sustained investment in physical activity.
- More system leaders and partnerships advocating for active lives.
- Skilled, supported and diverse workforce to realise our ambitions.



What we'll focus on:

- **Investing in the professional and voluntary workforce**
Realising the untapped potential of the professional and voluntary workforce, supporting the development of people and skills to respond to changing needs and help realise local community network aspirations.
- **Supporting the network of clubs, groups and local leaders**
Providing opportunities to bring together and support the different networks of professionals and volunteers that make activity and sport happen.
- **Building new strategic partnerships**
Creating strategic partnerships that will support the long-term delivery of the aspirations and ambitions in this strategy.
- **Supporting local government service transformation**
Working to ensure the leaders with responsibility for establishing the new single unitary authority for Somerset, understand the role and needs of its communities and deploy the right services and financial support to create the conditions to achieve the aspirations and ambitions in this strategy.
- **Building capacity**
Addressing the volunteer and staff shortages by rebuilding the capacity, capability and reach of the professional and volunteer workforce, particularly in the communities that need it most.
- **Broadening diversity**
Seeking to broaden the diversity of the range of backgrounds and experiences of our leaders and workforce supporting others to be active or excel.
- **Developing system leadership**
Supporting the development of a diverse range of system leaders, that can catalyse, enable and support the process of system-level change central to helping people to become more active. Realising the power of people.
- **Leading by example**
Inspiring others by being the change we want to see and sharing, online or in conversation, why moving matters.



What we heard

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“Re-establish the leadership and support mechanisms across the county.”
Workshop Participant

“We would like opportunities to learn from others and also share our own experiences as an organisation. It is important that we know enough to champion each other's work.”
Big Conversation Participant

“We must rebuild the professional and volunteer workforce we've lost during the last 18 months to enable us to meet demand.”
Workshop Participant

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Measuring Progress



What will progress look like?

When we look back in 2030 to today, we want to be able to celebrate an acceleration of progress, change and impact, shaped and informed by the direction of what we have learned preparing this strategy.

Along the way we'll capture both the detail of the programmes, interventions, partnerships we forge and the influence we bring to help realise our mission and ambitions.

We'll also continue to assess the increase in activity levels across the entire Somerset system, for both adults and children. This will ultimately be the key measure of success for **Somerset Moves**. We'll monitor this through Sport England's Active Lives Surveys, paying particular attention to our least active communities and reducing inequalities.

This will show whether or not the collective action of all of us is having the impact we desire: to increase activity levels, to improve people's experiences, to tackle our inequalities and to improve the capability of our professional and voluntary workforce.

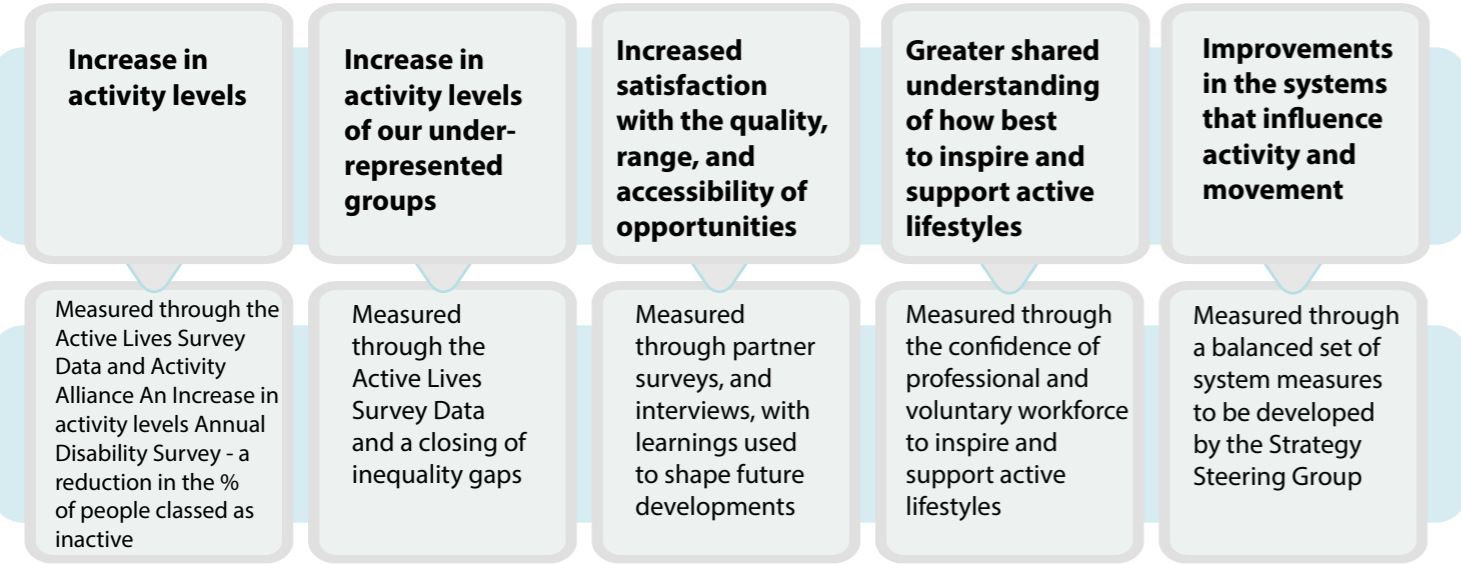
But **Somerset Moves** is about more than numbers. It's also about a shift in the way we work together, as individuals and organisations, to meet the needs of our communities.



As such, success will also be measured through an increase in strong partnerships, satisfaction with opportunities and on the quality of what we learn and how we use that to support active lifestyles for all.

All of these things will help accelerate our mission each year bringing us ever closer to reaching the ultimate goal where we can all be active in a way that suits us.

Progress Measures



Combining data, stories and reflections from individuals and organisations

Milestones



Co-ordinating events and publications to support measurement and learning

Governance

This strategy promises significant changes in the way we support people across Somerset to be active and how organisations work together to help the people around us to move.

The overarching governance of the strategy and responsibility for making sure these changes are implemented will lie with the Somerset Health and Wellbeing and the Somerset Integrated Care Partnership Boards. Health and Wellbeing and Integrated Care Boards are central to the government’s vision of a more integrated approach to health, wellbeing and social care.

The implementation of the strategy will be overseen and managed by the Somerset Moves Strategy Implementation Group. This group will be comprised of a diverse range of system leaders across Somerset with the expertise to drive forward the six key areas of our strategy.

This group will drive and lead overall planning, delivery and progress tracking. They will be responsible for drawing up an implementation plan outlining the work that will be undertaken across the county to deliver Somerset Moves.

The formation of the Somerset Unitary Authority and the Somerset Integrated Care System will mean that 2022/23 will be a year of change and transition.

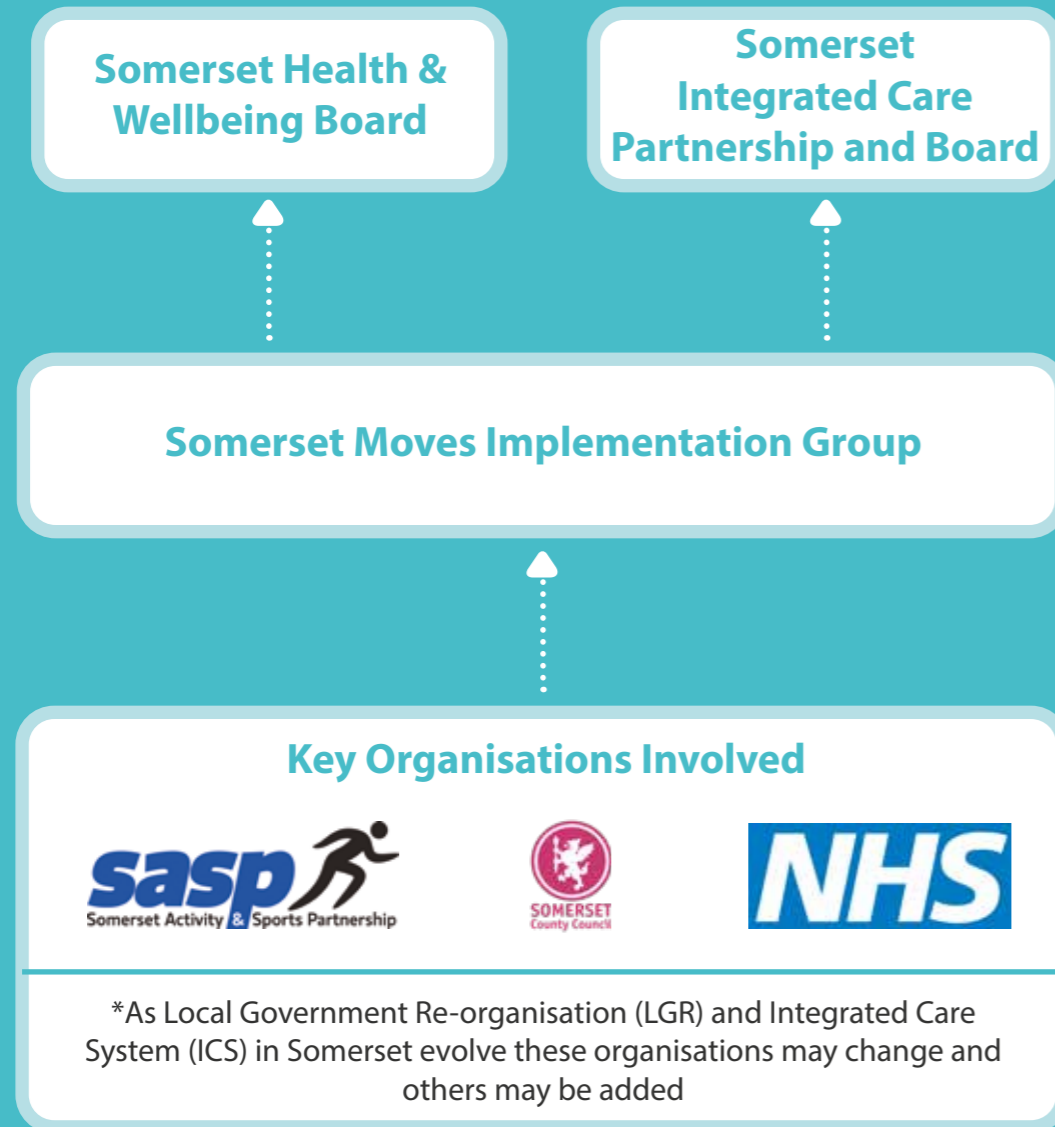


As these changes unfold, the initial implementation plan will balance the continuing need to be responsive to these developments and the evolving challenges of Covid-19, with the need to be proactive so we can meet the ambitions we’ve set out in our Somerset strategy.

A strategy implementation plan will be developed and published later in 2022/23, when we expect to know more about the Somerset Unitary Authority and the Somerset Integrated Care System, and the impact of Covid-19.

Each will be regularly reviewed collaboratively with partners, and where necessary refined, meaning we can assess progress, as well as adapt when things change.

Governance



Moving Together

This is a huge agenda with the potential, if we work together, to make a step change in improving the quality of people's lives at whatever age or fitness level, or wherever they live in Somerset.

It has high level ambitions and commitments that need to be translated into things that matter to people to support them to find their way to move more for their health and happiness.

So what can YOU do to make a difference as we all have something to offer.

Are you a positive influencer at organisational, community or friendship group level that can encourage and motivate others to find pleasure in moving more? Are you keen to get involved in social marketing campaigns and tell your story as a champion of the cause, so people can relate to and be inspired by your journey?



Are you able to embed some healthy movement into your work or workplace for your colleagues or clients? Are you able to provide resources or people to help? Every step counts because every journey starts with that single step. Help be the change for others as well as yourself.

Moving Together - Join Us

Now is the time to take action. We have experienced how small individual actions as well as large collective actions are relevant to our mission. The ambitions and commitments in this strategy need to be brought to fruition on all levels, under all agendas for change

As a result, everyone can contribute. You can be an influencer, a story-teller, an ambassador, an activity champion, an analyst, a disrupter, and a doer to support Somerset Moves. Both in a personal and professional capacity, people play an important role.

There are lots of ways to get involved to support

- Move in a way that works for you!
- Motivate others – tell others why moving matters to you, how you move, and what helps you move more
- Encourage other people to be more active by asking a family member, friend, colleague, neighbour, or patient what concerns them, how they would like to move more, and what you can do to help
- Be a Somerset Moves champion – unite and share the mission, put moving on the agenda in your work and community, share stories and statistics that may inspire and influence others.
- Create new opportunities for learning, leadership, and movement with others to promote a more active Somerset.



Share information and inspiration



Write into your policies



Signpost to information



Advocate



Put moving on the agenda



Help others to move



Share stories

References

- ¹ Dolan, P. et al. (2013) *The Happiness Workout; Social Indicators Research: from OPM/Sport England (2017) Review of Evidence on the Outcomes of Sport and Physical Activity.*
- ² Sport Industry Research Centre at Sheffield Hallam University (2020) *Social and economic value of community sport and physical activity in England.*
- ³ Energise Me (2021) *We Can Be Active Strategy*
- ⁴ Sport England (2017) *Active Lives Adult Survey: Mental Health and Wellbeing, Individual and Community Development Analysis; Sport England Children and Young People Survey: Academic Year 2018/19.*
- ⁵ Sport Industry Research Centre at Sheffield Hallam University (2020) *Social and economic value of community sport and physical activity in England.*
- ⁶ OPM/Sport England (2017) *Review of Evidence on the Outcomes of Sport and Physical Activity.*
- ⁷ OPM/Sport England (2017) *Review of Evidence on the Outcomes of Sport and Physical Activity.*
- ⁸ Somerset data – *Sport England Active Live Adult Survey (mid-November 2019 to mid-November 2020) for adults aged 16+.*
- ⁹ Somerset data - *Sport England Active Lives Children and Young People Survey (2018-19 Academic Year).*
- ¹⁰ <http://www.somersetintelligence.org.uk/somerset-facts-and-figures/>
- ¹¹ <https://www.somerset.gov.uk/social-care-and-health/somerset-health-and-wellbeing-board/>

Somerset Moves

The strategy for the development of physical activity and sport across Somerset

Co-ordinated by the Somerset Activity and Sports Partnership

More information:

<https://www.sasp.co.uk/strategy>