



A movement strategy for the Staffordshire Moorlands

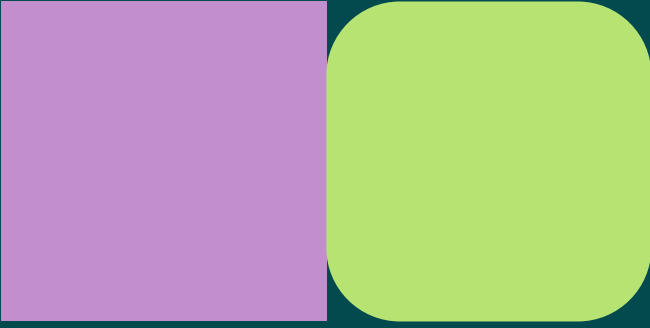
2023 - 2033



A woman with short dark hair, wearing a blue and white patterned top and light blue trousers, is seated in a wheelchair on a green tennis court. She is leaning forward, holding a tennis racket with both hands, ready to play. In the background, another person is visible on the court, and the setting appears to be an indoor sports facility. The image is framed by large, curved green graphic elements on the left and right sides.

Together, our aim is for everyone across the Staffordshire Moorlands to move more every day and to provide greater support to those that need it most.

When we say 'we' and 'our', we mean our collective work, including integrated health and care, voluntary and community organisations, young peoples' services and education, wellbeing, sport, leisure, transport, housing, environment, community safety and planning, to name but a few.

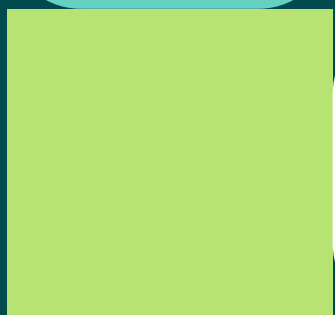
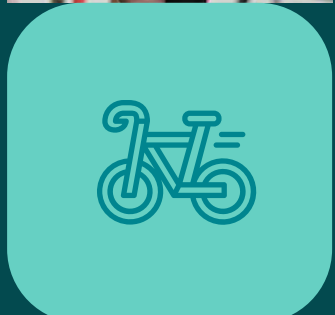


Move More Staffordshire Moorlands is our strategy to reimagine how we can move more every day – from walking and gardening to being active at the gym or playing sport.

We are committed to enabling movement into daily life and Move More Staffordshire Moorlands sets out why this is important, what needs to be done and how we will do it.

It also serves as an invitation for the people of Staffordshire Moorlands to get involved and together, make a difference.

This strategy is an evolution of Towards an Active Staffordshire Moorlands (2017) and draws on our experiences and learning from the intervening years, which includes the exceptional circumstances we all found ourselves in during the coronavirus pandemic. A time when some of us found it difficult to maintain our active habits.



Credit to Visit Peak District and Derbyshire



Across the Staffordshire Moorlands, many of us are fortunate enough to enjoy an active life. We benefit from living near to beautiful natural environments, parks and open spaces, our towns are important hubs which connect us, and our vibrant voluntary and community sector supports us to keep healthy and active. There are plenty of opportunities to enjoy organised sporting and physical activities and our leisure, sport and club infrastructure plays a vital role in helping us to develop and maintain our active habits.

But it is not the same for us all. Inequalities exist and persist, and in some cases, have been made worse by the pandemic. We want to address these inequalities, an unfairness that affects particular groups of people and individuals, or those living in the specific places, across other outcomes such as health, wealth, and access to services.

These inequalities are intertwined, often feeding off each other, and is why Move More Staffordshire Moorlands is as much a strategy for reducing health, economic and environmental inequalities as it is for reducing inactivity.

We may experience up to 10 years' difference in the number of years we can expect to live in good health, dependent on where we live in the Moorlands, or dependent on our relative wealth. We want to make this basic expectation more equitable across our society and believe that supporting us all to move more every day is an important contributing factor towards achieving this.



This is a **collaborative** strategy that will see partners working together, along with our **local communities**, and collating our strengths and knowledge.

We will use our shared resources to focus on the people and neighbourhoods that experience the greatest need, so that we can achieve the greatest impact. At the same time, we will work collectively to sustain and develop the infrastructure and opportunities for people who are currently active to remain so, and to make these accessible to more people in the Staffordshire Moorlands.



Being active

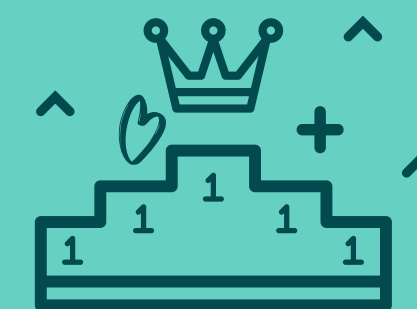
helps not only individuals, it benefits communities and wider society and has a knock-on effect on the economy and the environment. Through our combined effort in helping people to become more active:



1. People become healthier, happier and more fulfilled by improving their health and wellbeing



2. Communities are more connected, stronger, feel safer and the local economy is enabled to thrive



3. Society is more equal, with empathy, effort and resources being invested in the right places, enabling good lives for all



4. Environments encourage movement, are welcoming, highly valued and contribute positively towards tackling climate change

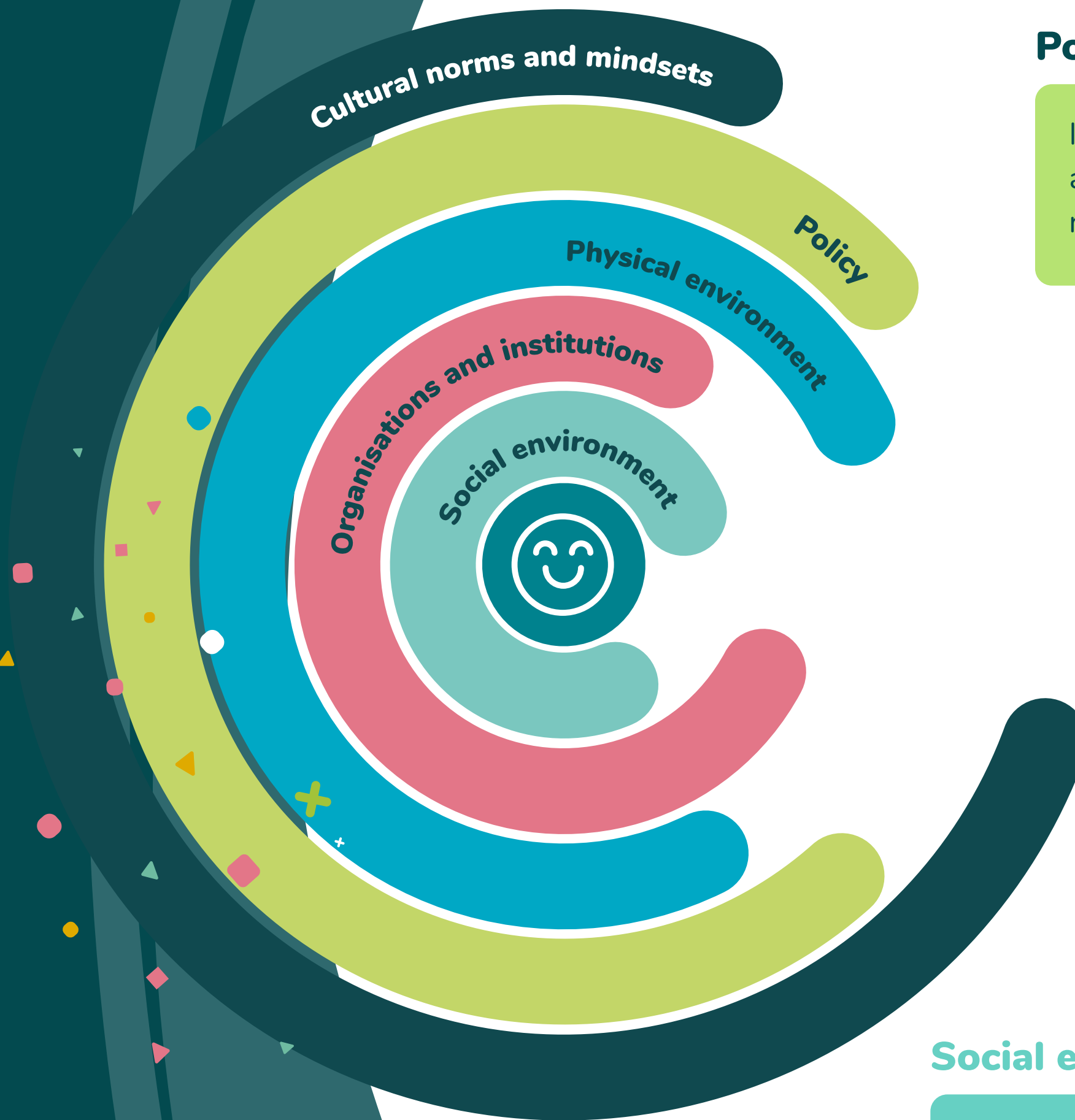
However, there are lots of reasons – such as time, money, the local environment, isolation, feeling safe, and knowing where to start – that mean some of us are less active than others. By better understanding these challenges, together we can decide how best to make a difference.



Shifting all the influences

There are many and varied ways in which the whole system influences individual behaviour. Each of us lives in a world in which a wide range of factors impacts on us daily – the whole system.

These are illustrated in the diagram. Over the past five years, we have learned more and more about these influences and have changed how we work to take account of how they impact on communities and individuals. We recognise that if we are to bring about change, greater collaboration is needed across the whole system.



Cultural norms and mindsets

Language, myths, metaphors, stories, hierarchy of values, know-how, assumptions, imagery

Policy

International and national guidance and laws, local laws and policies, rules, regulations, codes, times and schedules

Physical environment

Built environment, natural environment, green and blue spaces, transport networks, homes

Organisations and institutions

Schools, health care, businesses, faith organisations, charities, clubs

Social environment

Individual relationships, families, support groups, social networks



Individual

Individual capabilities, motivations, opportunities, knowledge, needs, behaviours, physical and mental health and wellbeing

Adapted from the Socio-Ecological Model by Hayley Lever and Scott Hartley

Identifying the need

Our data (insight) tells us that the greatest need in tackling inactivity is with:

- People with a limiting illness or disability
- Older people
- People and families on lower incomes
- Children and young people

We will focus our resources on these groups in greatest need, whilst maintaining opportunities for all.



63%

63% of adults across the Moorlands are active enough for it to benefit their health, which means doing more than 150 minutes of physical activity a week.



25%

However, 25% of adults are inactive across the Moorlands, which means doing less than 30 minutes of physical activity a week, with 15% doing no physical activity at all each week.



12,000

That's approximately 12,000 people, a figure that has risen during the pandemic.



Summary of activity



Adult physical activity behaviour across the Moorlands

1 in 10 do nothing

2 in 10 are inactive

1 in 10 are active but under 150 minutes a week

This level of inactivity hides distinct inequalities within our population.

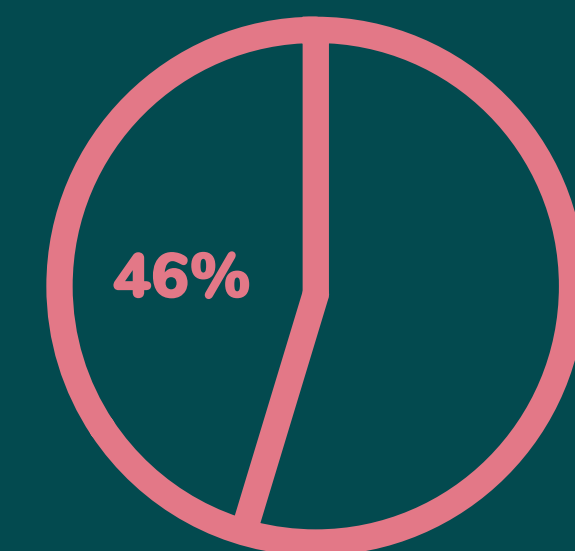
For example, although 22% of our younger adult population (16-34) is inactive, this rises as we age, particularly once we pass the age of 55, where inactivity is 33%.

33% inactive over 55 years of age.



There is a link between an aging population and the same group experiencing a limiting illness or disability.

80% of people with a long-term health condition or disability are aged over 50 years (Census 2011). Inactivity among those with limiting illness or disability in the Moorlands is almost half (**46%**).





Those on lower incomes in the Moorlands also experience higher levels of inactivity with **28%** of adults being inactive.

And where the three characteristics of ageing, limiting illness or disability and low socio-economic status come together, inactivity is likely to be higher still.

Adults with the greatest need



55+ year olds - 3 in 10 are inactive



Lower incomes - 3 in 10 are inactive

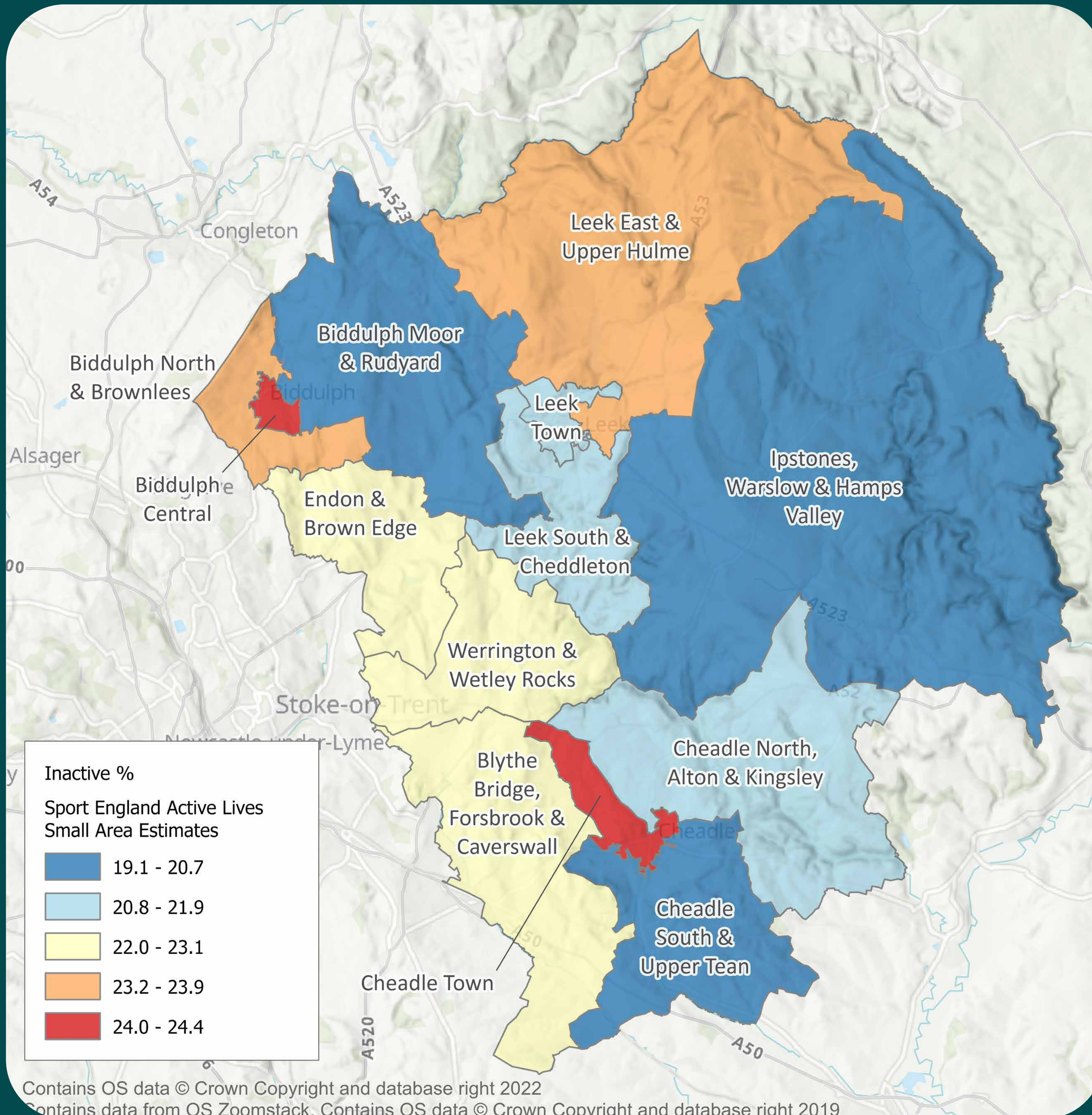


Limiting illness or disability - 4 in 10 are inactive

Inactive

Fairly Active

Active



Inactivity

Where we live makes a difference too.

Inactivity, in parallel with wider health outcomes, varies greatly between neighbourhoods across the Staffordshire Moorlands and this has been the basis for our shared 'place-based working' approaches.

The inactivity map on the left shows clusters of neighbourhoods around Cheadle, Biddulph and Leek where inactivity is greatest.

Case Story

Men's Wellbeing Group

As part of the work being carried out by our Community Activator in Biddulph, a new Men's Wellbeing Activity Group has been set up. The group meet once a week and have time in the community gym before having a game of football in the sports hall.



One of the members has told his story of how the group has helped him with his mental health.

“I have suffered with my mental health for some time and it was in early 2022 I finally reached out for some help. I was able to access the support of a qualified counsellor at Biddulph Youth & Community Zone (BYCZ) who has helped me talk about and manage my mental health.

I was also introduced to the Community Activator who informed me that they had started a men's wellbeing activity group and football session on a Wednesday evening which was designed to get us fit but also for men to join together to talk about mental health. This started with only three or four of us but the word soon spread and we are now getting at least fifteen people attending these weekly sessions. For me personally, it has given me the confidence to not only speak out but I have made some good friends from the group and we can all talk to each other. The group seems to be going from strength to strength and we may look to extend to another night due to the large numbers we are getting each week.

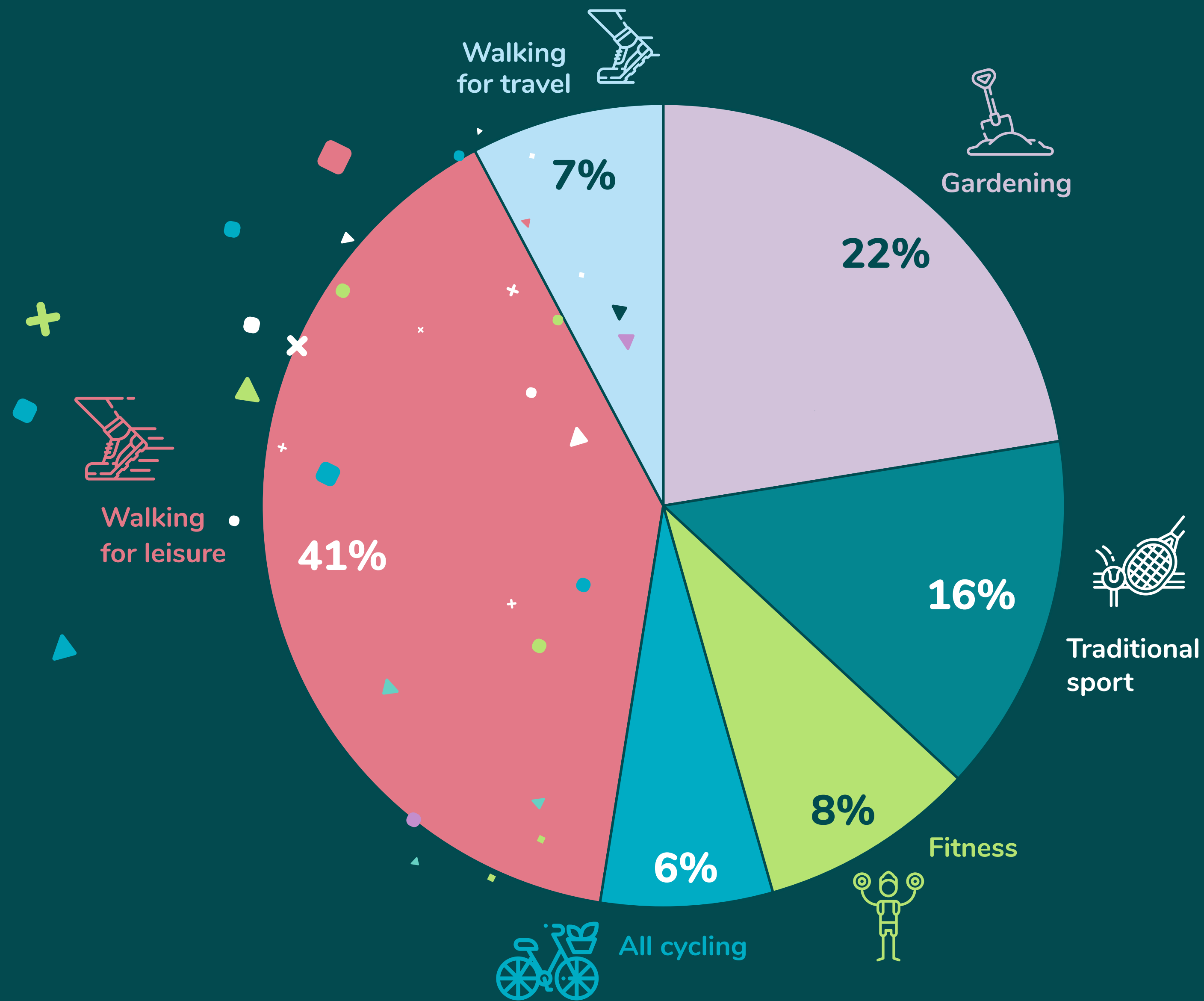
I have also started volunteering at BYCZ, helping with organising the fruit and vegetable boxes we sell to the public on a Thursday morning. I do feel the support I have received from these people has helped me to have the confidence to deliver this.

Because of attending these sessions with the counsellor and the Wednesday football, I do feel it has helped my mental health as I am mixing and speaking to people whereas I wouldn't have left the house at these times previously.”

Activity types

When it comes to the activities that adults in the Moorlands partake in to be active, walking (for travel and for leisure) is by far the most popular. It accounts for nearly half (**41%**) of all minutes being active in the Moorlands.

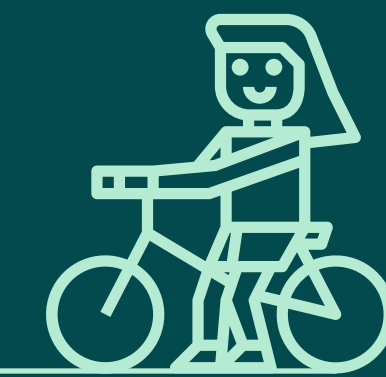
Gardening makes the second largest contribution (**22% of all minutes**), followed by traditional sport (**16% of all minutes**). Understanding how people in the Moorlands keep active and listening to how they want to be active in the future is critical to the success of **Move More Staffordshire Moorlands**.





More than half our children and young people are not active enough for it to benefit their health and development.

Data collection methods and measures for children and young people's activity levels are different to that of adults, and across the Moorlands we do not always have a sufficiently large enough sample for detailed analysis. However, we know that our children in school years 3 and 4, our young people in school years 9 to 11 and children from lower income families are far less likely to be active. Also, fewer girls than boys are active.



Children and young people's physical activity behaviour across the Moorlands

4 out of 10
Active enough to benefit health (42%)

6 out of 10
Not active enough to benefit health (58%)



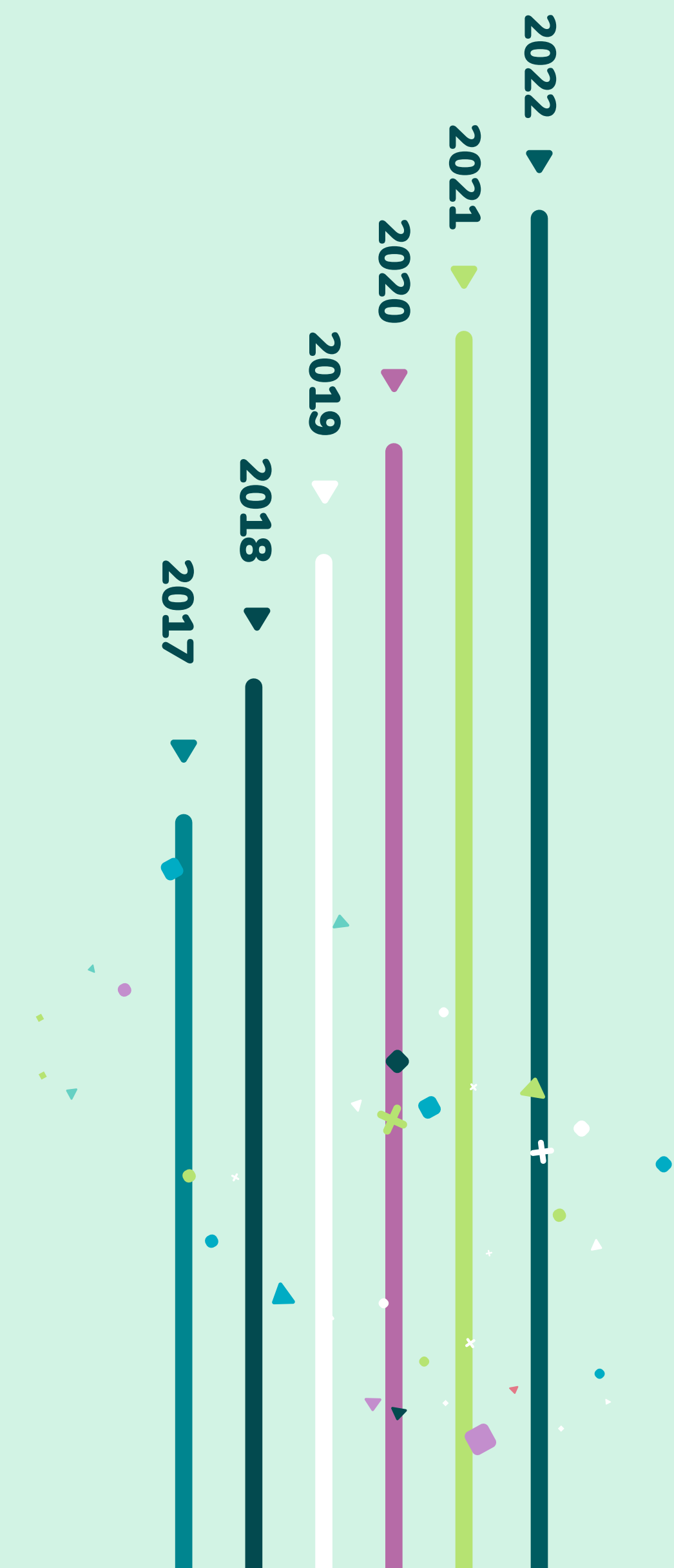
Source: Sport England Active Lives Children & Young People Survey 2017-2021



How the last strategy has helped move us forward

Over the last five years a growing range of partners across the Moorlands have been working to help all residents lead more active lives. [Towards an Active Staffordshire Moorlands](#) provided the framework to shape this work. Here are some of the key moments on our journey that helped to take the work forward and which provided us with learning around what's needed now.

Our Journey





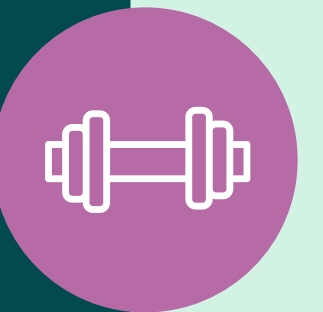
2017

- ▶ **Towards an Active Staffordshire Moorlands**
Staffordshire Moorlands District Council shifts the way it approaches sport, leisure and physical activity.
- ▶ **Open Space & Playing Pitch strategies**
With the Physical Activity Strategy, these give the evidence base for the work and investment that's happening now.



2018

- ▶ **Start of place-based working in Leek North**
In collaboration with Sport Across Staffordshire & Stoke-on-Trent (SASSOT), work commenced on community engagement at a neighbourhood level.
- ▶ **Local Football Facilities Plan published**
Provided further evidence base for the work and investment required.
- ▶ **Parkwood Leisure continue contract in the Moorlands**
Aligning the operator over both Staffordshire Moorlands and High Peak local authorities helps improve their community engagement.
- ▶ **Improvement Works at Tean Road Recreation Ground Cheadle Commences**
Investment committed to start work on the leisure and play facilities including the skate park, tennis courts and multi-use games area.



2019

- ▶ **Policy process aligned to make use of investment from housing developers**
Enables the team to contribute to all planning applications and request developer contributions to channel resource into the Towards an Active Staffordshire Moorlands strategy. Establishes a more holistic approach to planning, enabling Active Design.
- ▶ **Review of roles at Staffordshire Moorlands District Council**
Roles at Staffordshire Moorlands District Council changed to include parks, leisure, sport, and community health. Greater capacity and budgets have been realigned for greater investment in health and physical activity.



- ▶ **Start of collaborative work in Biddulph East**
Investment into Biddulph Youth & Community Zone (BYCZ) to instigate place-based working approaches in the local areas.
- ▶ **Leisure Transformation Plan**
Investment secured for the redevelopment of leisure centres and a commitment to a broader contribution to their communities.



2020



► **Pandemic impacts people's roles, priorities, and capacity**

While the pandemic disrupts planning, engagement, and delivery, it also helps to strengthen support of the voluntary and community sector in physical activity - with support from resident-led and mutual aid groups.

► **Pandemic increases walking demand**

Residents lead the demand for additional walking opportunities, creating an investment shift into walking among partners.

► **'Community Activators' are employed in Leek North and Biddulph East**

Investment from the District Council to enable the employment of two part-time activators to lead the work in these two communities.

► **'SASSOT' changed their legal status to a charity and rebranded as 'Together Active'**

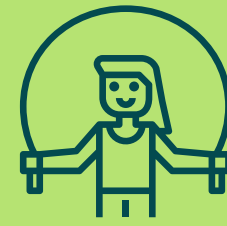
Alignment of a major partner to be more focused on helping people to move more.

► **Additional staff resource at Staffordshire Moorlands District Council's Leisure and Recreation Team**

Increased capacity across the District to support the breadth of work on the strategy and support place-based working.



2021



► **New Strategies from Sport England & Together Active**

Staffordshire-wide physical activity strategy published connected to Sport England's national Uniting the Movement strategy

► **Delivery of Improvements to Brough Park**

The long-awaited development of the park starts with improvements to the play area, tennis courts and multi-use games area.

► **Partnership funding enables greater collaboration with Leek Town FC**

The investment helped the club to convert their grass pitch to 3G, which enables wider community usage.

► **Continued support of the place-based work in Cheadle, Leek and Biddulph**

Each area is continuing with their individual place-based approach, providing learning to inform future work.

► **Better Health Staffordshire initiated**

Staffordshire Moorlands were selected as a pilot area for a whole systems approach to tackling obesity across the district. The work is connected to the place-based working.

► **Engagement work in Cheadle commences**

Reaffirming place-based working with an initial emphasis on parks and football improvement. That enables relationship building between the district and town councils.

► **Walking Movement work commences with investment to lead the work**

Capacity secured through the district council to build a network to improve walking for everyone. Health Walks initiated early in the work.



2022

► **Place-based network established**

Providing a space to share knowledge and learn together.

► **Active Communities Plan with Parkwood Leisure**

A collaboration to align their engagement work to place-based working and taking the leisure centres' offer beyond the walls of the centres.

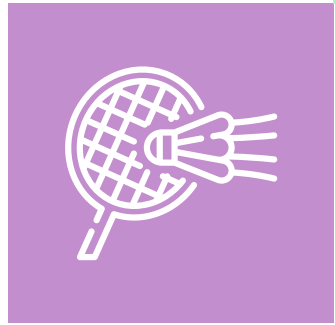
► **Birchall Playing Fields investment**

Investment secured to redevelop the running track, create a perimeter path and create an outdoor fitness area.

► **Play & Outdoor Sport Investment Plan**

Providing the missing part of the jigsaw that connects a range of different policies and strategies around helping people to move more.





Case Story

Better Health Staffordshire



Since January 2021, partners have been working together to engage, map, listen and plan how we can understand and work with communities more effectively in Staffordshire Moorlands, using a new approach to promote a healthy weight and active lifestyle.

Over the last five years, we have learned so much, including how to adapt to a global pandemic. This learning underpins **Move More Staffordshire Moorlands**:

- Partners have invested significantly over the previous 5 years and will continue to do so.
- Over **£1.2m** of investment secured into capital projects across the Moorlands in 2020 and 2021. This includes **£100,000** being invested in rural communities.
- The council has committed to invest in leisure facilities so they make an even greater contribution to the aims of Move More Staffordshire Moorlands. Facility improvements, greater engagement with communities and reducing their carbon footprint have all been prioritised for action over the coming years.
- A wider network of partners is now connected to a broader range of policy areas that contribute to helping all Staffordshire Moorlands residents to move more, with voluntary, community and social enterprise partners at the heart of our place-based work.
- More resources are focused on the priority groups and places who need more support identified in Towards an Active Staffordshire Moorlands.
- Investment into place-based approaches at a neighborhood level have:
 - Brought smaller community organisations and residents into creating the change in their communities
 - Provided opportunities for partners across our places to experience collaboration around physical activity
 - Secured capacity at a local level to continue to bring partners together in these neighborhoods to drive change
 - Identified characteristics of what a place-based approach may need to look like in the future:
 - United around shared goals
 - Working on system change everything which influences individuals to be active or not, across a place together
 - Focus on the neighborhoods where need is greater.

www.movemorestaffsmoorlands.co.uk

Move More Staffordshire Moorlands reflects the views of a much broader network of partners and communities than was possible for Towards an Active Staffordshire Moorlands and will help to take this strategy forward over the coming years. Our commitment and shared principles create a strong foundation as we are stronger together.



The way we want to act

Our Shared Principles

Move More Staffordshire Moorlands is built around a collaborative approach. We are united around a shared vision and work towards the same shared priorities. At the heart of this united approach is our ways of working and we've set out four shared principles for how we intend to act.

1. Working and learning together
2. Being evidence led
3. Enabling opportunities for all
4. Building on what is strong



1. Working and learning together

We will build a shared purpose and trusted relationships with colleagues in health, planning, regeneration, community safety, education, and transport. As a result, we will extend our influence and include movement and physical activity in the:

- strategies and plans of broader partners
- commissioning practices that promote people moving more and address inequalities
- funding opportunities (e.g. UK Shared Prosperity, Levelling Up, etc.) to connect physical activity into strategic work.

We will also endeavour to ensure that the work we do supports the aims of our partners to improve the quality of life of the people of Staffordshire Moorlands.

We will continue to use our joint experiences to learn together and refine our approaches as we go.

We will work with community groups, clubs, volunteers and coaches to develop more collaborative ways of working, so that our collective efforts result in a healthier, happier, more connected and equal society for everyone across the Staffordshire Moorlands.





2. Being evidence led

We will use existing information and knowledge and create new insight and learning to develop a deeper understanding of people and neighbourhoods across the Moorlands. Our focus will be on identifying and working alongside people and places that are most likely to experience greater disadvantage, inactivity and poor health outcomes, ensuring our work is empathetic to personal experiences.

We will do this by:

- Consistently reviewing data sources to keep up to date with changes in active behaviours and the overall health of our population.
- Proactively listening to the voices in our communities, adapting our approach to better meet needs, and working alongside residents to help create positive change in their neighbourhood.
- Continually learning from our past and ongoing work, as well as that of others, we will create spaces to share, reflect and collaborate with a wide range of partners and residents to find ways to demonstrate the positive effect of people moving more.



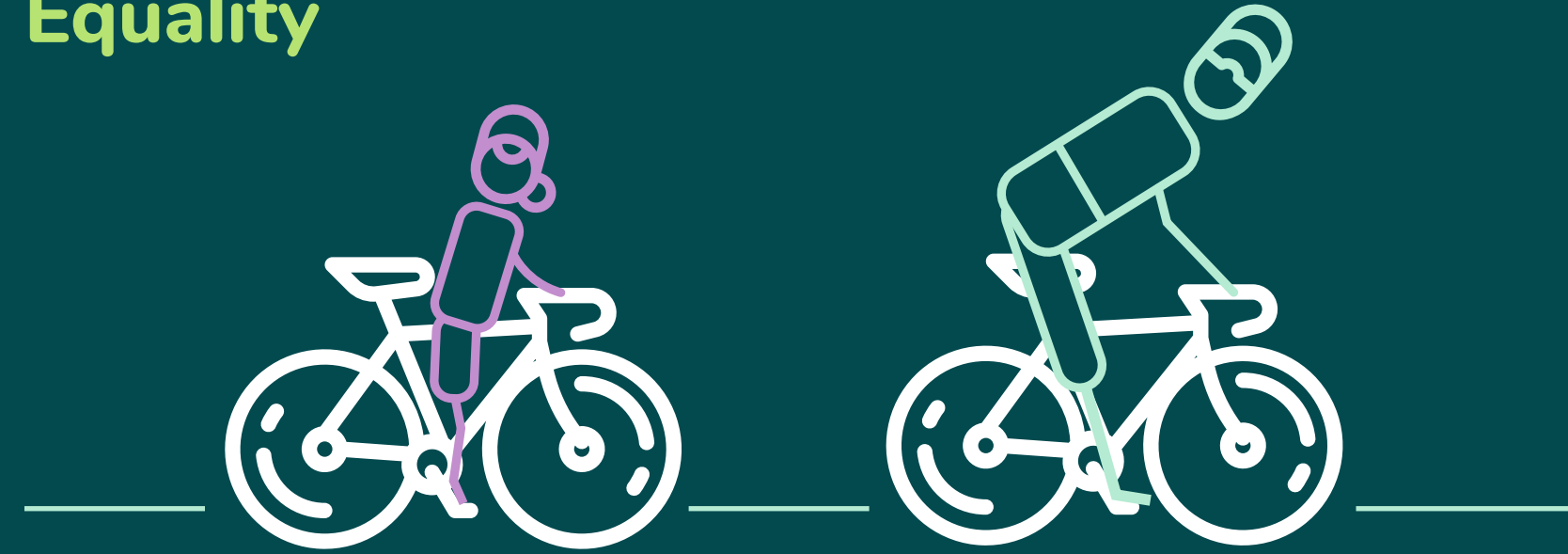
3. Enabling opportunities for all

We will encourage everyone across the Moorlands to access opportunities to be active in the way that suits them, whether that's through playing sport, gardening or taking a walk. However, we are acutely aware that not everyone has equal access to all opportunities. Move More Staffordshire Moorlands builds a fairer approach, that not only focuses our capacity and resources on the people and neighbourhoods that need it most, but also addresses any barriers in our systems that may be present.

Together, we will work collaboratively to pool and align our resources to achieve the greatest impact. We will use Move More Staffordshire Moorlands to influence policy and seek to bring new external investment into the Moorlands to help deliver the strategy.

Maintaining the active habits of adults and children across Staffordshire Moorlands through a universal offer will continue to be a focus. We know that nearly seven in ten adults and just under half of children play sport or do physical activity in places such as leisure centres, schools, sports clubs, community centres and parks and green spaces. It is important that these opportunities remain if they are to maintain their active habit.

Equality



Equity



We will ensure that these organisations, places and facilities are supported to offer quality opportunities based on the needs of the communities they serve, that facilities are of the required quality, and where possible, we will encourage and support engagement with priority groups and places we know need more support and access to opportunity.

Investing in the built infrastructure (i.e. clubhouses, pitches and training facilities) which supports the organisations and places in continuing to offer these opportunities is crucial and this will happen through strong strategic planning, collaboration with national partners, governing bodies of sport, funding bodies and the planning system, amongst others.

4. Building on what is strong

Our place-based work will continue to emphasise the assets of people and communities, alongside their needs. We will build on the assets found in these communities and support individuals and organisations to come together to realise and develop their strengths. At the heart of this shared approach is people and communities 'owning' the change they are trying to create by being involved and feeling empowered. Recognising that everyone and every place has a unique set of skills and capacities, we will ensure the work is co-produced at neighbourhood level and use our collective influence to remove barriers and help make change happen.

We have a strong community and voluntary sector across Staffordshire Moorlands. Driven by the passion and enthusiasm of local people, they provide countless opportunities to be active and we will continue to engage them in the priorities and listen to them.

Within our strategies and plans for leisure, sport, facilities, and parks, we have worked hard to embed our vision of enabling everyone to move more every day. As a result, we are now well positioned to invest in our leisure centres, community facilities, playing pitches and recreational facilities, all of which are so important in encouraging people to move more.

Case story



New 3G pitch boosts opportunities for the Leek community

Since the football pitch at Leek Town FC was converted from a grass to 3G surface, it has become a focal point of activity within the community.

The plan was first conceived by Leek Town FC who wanted to ensure that they were financially sustainable, and additionally could see the future of a new community facility helping in that desire. Through a consortium of partners, which included Football Foundation, Staffordshire Moorlands District Council, Staffordshire FA and the club, the vision was agreed, which aimed to deliver benefits to the whole community.

The project had been included in the Local Football Facilities Plan which gave it prominence when identifying and securing funding. The partners worked hard to fully understand the requirements of the project and ultimately pulled together a significant funding package to realise the outcome of converting the pitch.

The project was developed through the pandemic, which at times made it very difficult to make progress, but eventually the work started in May 2021 and was completed by October 2021. The pandemic also had a big impact on the club with the 2019/20 and 2020/21 football seasons being ultimately cancelled, meaning not only disappointment on the pitch but also financial losses. Undeterred, the club along with the partners never lost sight of the end goal of seeing the facility having a major positive impact on the whole community.



For all partners, being able to realise these plans through a collaborative effort and deliver a facility that is usable seven days a week has meant that the partnership remains strong and will continue to inspire further developments both on and off the pitch in the future.

The facility has gone from strength to strength with the first teams for the men's, women's and many junior & disability teams now playing all of their fixtures at the ground. In addition, all affiliated teams now train at the ground and a new over 50's weekly walking football activity has also started. The club have more recently agreed that another well-established local club can use its facilities for training and playing 'home' matches.

Jon Eeles, Leek Town Chairman, commented, "The investment in the pitch in 2021 had dramatically changed the operating model of the Club, increasing the physical activity opportunities across the local area, creating new employment and providing a first-class community facility for our users. The Club is well on the way to our goal of sustainability, and this has only been possible with the support and vision of our local partners."





The things we want to achieve

Our Shared Priorities

Our insight and experiences from our place-based working have highlighted some clear opportunities and areas of focus where we can make the biggest difference by addressing inequalities and enabling people to move more. Some of our priorities are complex and interconnect. We need to understand and embrace this. There are five shared priorities:

1. A collective message
2. Place-based working
3. Better health
4. Accessible, safe and welcoming environments
5. Active children and young people

Within each of these shared priorities, we will focus our energy and resources on the people and places in greatest need, whilst ensuring that everyone in the Moorlands can access opportunities to be more active.



1. A collective message

We will develop a collective voice that publicly unifies our shared approach. The Move More messages will resonate as much within health and care, education and planning as they will within leisure facilities or across our work with the voluntary sector and in communities. We will use this shared voice to communicate our actions, our learning, and our progress.

While the benefits of physical activity for people living with long-term conditions are well established, we know that the fear of worsening long-term problems commonly stops people from moving more and can make many healthcare professionals feel unsure about what advice they give. To help address concerns around risk, we will promote the consensus statement: “It is safer for people with long-term conditions to be physical active”, through our Move More Better Health campaign, to reinforce this message that the benefits outweigh the risks. We also want to encourage older people across the Moorlands to keep moving. Our aim is to shift mindsets among organisations and residents around the importance of keeping active as we get older.

We will prioritise bringing our networks together, to enable them to engage, both at a strategic level and with the community, in our priority places. In this way, we aim to nurture collaborative working practices around collective messaging.



“We will continue to find out what matters to individuals”



2. Place-based working

We are committed to prioritising places that experience the greatest inequalities, based on evidence of need. We will work together with the community to build on what is strong, creating positive change and attracting funding and aligning investment into these communities.

Where we have parks, green spaces and leisure facilities, co-designing further opportunities to be active within them will be part of this work.

We will learn from the place-based work in Biddulph, Cheadle and Leek which are still developing, recognising that each of these places has neighbourhoods with greater need. We also acknowledge and will explore the rural challenges of the Moorlands.

At a neighbourhood level, we will continue to find out what matters to individuals and work alongside the community and their leaders to enable change, recognising that this may take time. We believe this approach of developing our understanding of people and places will help us to change the system to enable people to move more.

Case Story

Developing a place-based approach

Towards an [Active Staffordshire Moorlands](#) clearly identified that some of our neighbourhoods are not as active as others. Over the last few years, Staffordshire Moorlands District Council has been working with voluntary and community sector partners to establish place-based working approaches in some of these neighbourhoods.



- Initial investment was made into a Community Activator through a local community centre in Leek. Since that partnership came to an end, we are now exploring opportunities with other partners. These conversations have already led to staff and volunteers being trained to lead Health Walks in the area.
- In Biddulph, investment continues for a Move More Engagement Worker through Biddulph Youth & Community Zone (BYCZ). This has proved successful with many new initiatives, including healthy food preparation videos, men's wellbeing activities, over 60s activity sessions, and themed walks around Easter and Halloween for families.
- The work in Cheadle is beginning to gather momentum. The focus is currently on building relationships, understanding and trust between key organisations invested in the community. Plans are also developing around several key parks, green spaces and leisure facilities in the town. Should this progress, they will provide opportunities for further developing a shared approach to helping people to move more.

Each project has created stories to share about how the work has impacted on the activity levels and lives of individuals, and they are providing valuable learning in how to approach place-based working. A Place-Based Network has been established to provide a space for all partners to share and learn from the work. This will help to improve connections in these communities and spread understanding of things that need to change to help more local people become active.



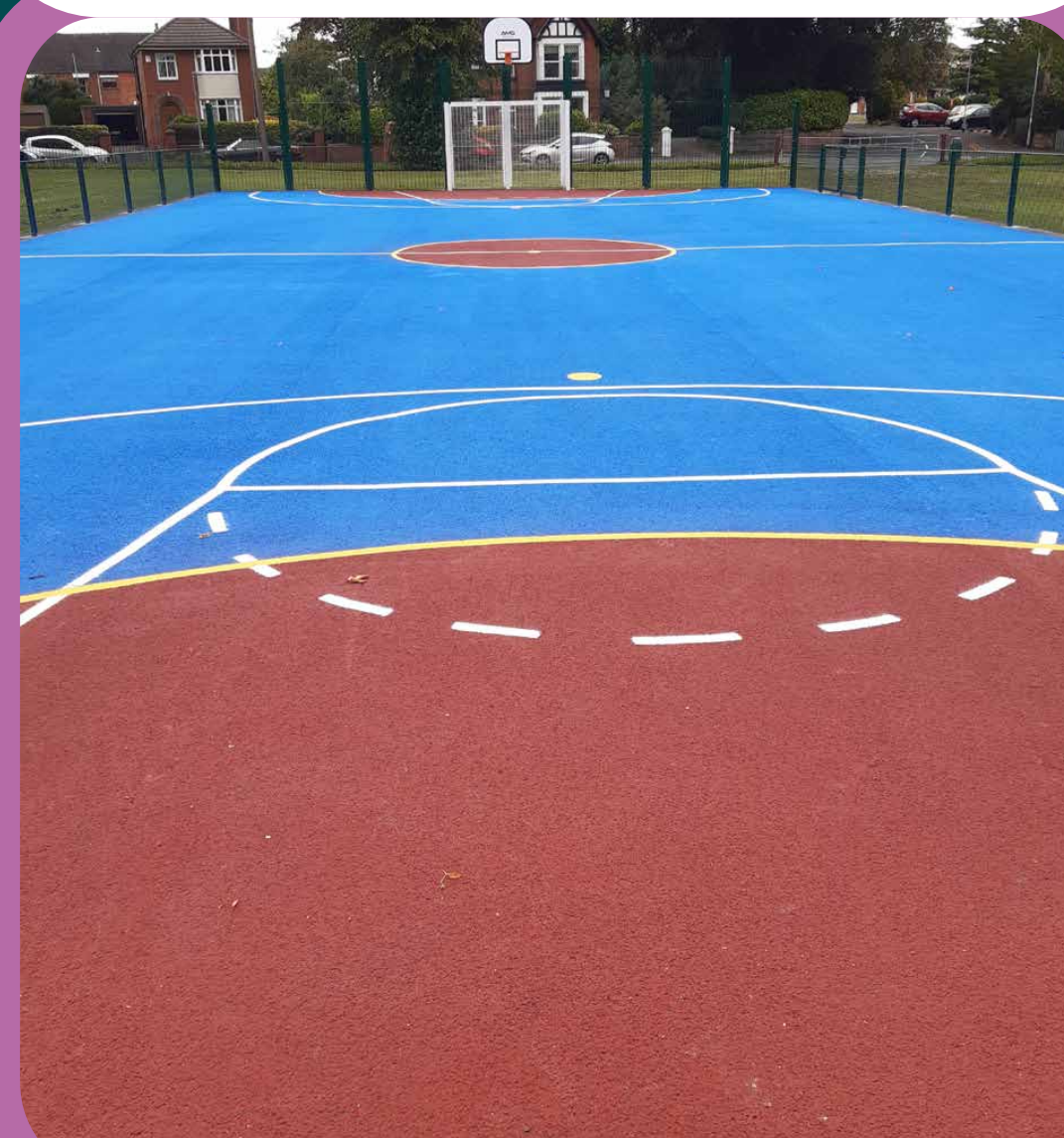
3. Better health

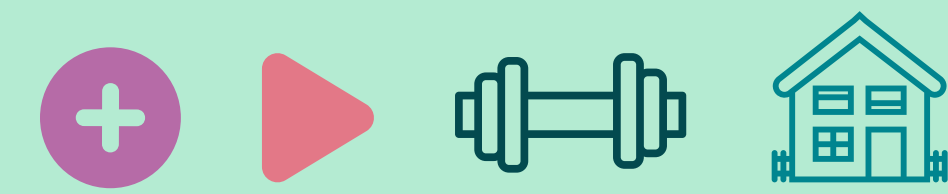
Move More Better Health is the brand for future collaborative working with a wider range of health colleagues. This was developed with colleagues from the Clinical Commissioning Group (CCG) Public Health and will frame our work, making the offer of support, where movement is concerned, clearer for practitioners, medical professionals, and local people across the Staffordshire Moorlands.

We will work to embed movement within integrated health and care systems, ensuring it is recognised, prioritised and supported by healthcare professionals, commissioners, carers, and wider community work, such as social prescribing, weight management and mental health services. At the same time, we will support the health and care workforce to have conversations about moving more. Where we have leisure facilities, they will more closely integrate health and leisure opportunities to engage with a wider audience.

Focusing on the long-term health conditions most prevalent across the across Staffordshire Moorlands, particularly hypertension, depression, obesity and diabetes, we will develop targeted work to understand how to engage people with long-term conditions more effectively and demonstrate the preventative and treatment benefits of moving more.

This approach fits with our principle of enabling opportunities for all, focusing proportionately more of our capacity and resources on the people that need it most.





4. Environments

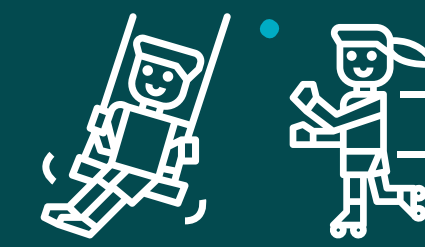
Ensuring our neighbourhoods feel accessible, welcoming and safe will be the key to reducing inequalities, as we know that most physical activity and sport takes place within twenty minutes of our homes.

Through our place-based work, we will continue to listen to local perspectives on walking, cycling, access to parks and green space and community facilities, particularly through the eyes of people experiencing inequalities and long-term health conditions. We will also focus on investing in our leisure facilities through an emerging leisure transformation plan, ensuring these spaces are more accessible and engage priority groups more fairly and effectively than ever before.

We will influence the way housing developments encourage movement, using active design principles to make walking a priority, helping to ensure movement and participation in physical activity and sport is designed into communities, and that provision of play, parks and open space is invested in appropriately.

Movement, physical activity and sport have an impact on the environment and on climate change, from the energy use of our facilities to deciding to walk or cycle for that short journey, instead of taking the car. Through this strategy, we will look to minimise environmental impact by encouraging environmentally friendly behaviours, sustainable solutions and by investing in our infrastructure (such as leisure centres) to make them more energy efficient.

“the mental health benefits are huge”



5. Children and young people

Establishing early habits, developing movement skills and enjoying being active are vital for all children and young people. We know that the earlier these attitudes and behaviours are developed and maintained, the more likely they will become a lasting part of people's lives.

In addition to the physical benefits, the mental health benefits are huge; being active can help build self-esteem and resilience and instil a sense of belonging. Being active and playing sport also has a role in preventing anti-social behaviour and reducing violence.

Covid-19 has exacerbated the barriers for young people. Many children and young people weren't active enough before the pandemic, and now they are even less so. Young people's mental health has also worsened during the pandemic, so we need to look at the role physical activity might play in preventing and treating poor mental health. To understand this better, we need to hear from young people themselves.

We need to understand their motivations, experiences and challenges, and use this knowledge to inform our work. We will also use this understanding to shape the environments where children and young people can be active and redesign the services and opportunities available in schools, parks, clubs and community settings. And finally, we need to join the dots between schools and the wider neighbourhood to better connect the work being done and to help the young people in those communities, in and outside of school.



How will we know if people are moving more?

We believe that there isn't a single way to measure whether people are moving more. But the following approaches will build a richer picture of not only the progress being made, but importantly, which aspects are working, which aren't, and how we are continually learning and evolving our approach.



A focus on learning

How we learn together and understand what contributes to change at system, organisational and community level, will be central to how we support people to move more. We will think about learning from the process as well as about the change created (whether positive or negative). By bringing together a range of approaches, we will look at things from as many perspectives as possible to ensure our learning is rich and reflects what is happening between organisations and in the community.



Stories of change

We will observe what change is happening at system, organisational and community level and use stories and case studies to help explain which factors have contributed towards that change. The detail will be built from a range of perspectives, so that what is collected can help shape our learning and influence our future approach. We aim to bring the work to life, using case studies to positively influence others on the benefits of movement.



Data

We will use a diverse range of population data to help explore and understand local needs, particularly where priority groups, places and related health conditions are concerned. This ongoing review of population level data will be complemented by other more local sources of data such as leisure centre, programme and intervention data, to inform learning around their reach, quality and contribution to the overall aim of people moving more.

To help ensure our focus remains on the people and places which need it most, we will use data to help observe what changes might be occurring over time, drawing out patterns and trends which will help us understand what is working, what is not working, or what is changing. Where it is relevant and appropriate to monitor attendances, we will do so, but recognise that we should only count what needs to be counted.



#MoveMoreStaffsMoorlands

For a healthier and happier Staffordshire Moorlands



How can you help?

Together, our aim is for everyone across the Moorlands to move more every day and within this, to provide greater support to those that need it most.

Achieving our vision will take a collective effort from individuals, communities, and organisations across the district. A challenge that requires us all to think differently, act boldly and recognise the role we each must play.

Is this the first time you've heard about Move More Staffordshire Moorlands?

Here's what you can do to help make a change:

- Be a Move More advocate – Why not share this strategy with colleagues and discuss how your organisation or community could get involved?
- Inspire others to move more – share why moving matters to you and ask others what matters to them, and how they would like to get moving more.
- Get in touch - Why not help us plan how we implement the priorities within the strategy as we work together to bring our shared vision to life?

For more information:

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