

MOVING ROTHERHAM

Physical Activity for Health
(Sport England)

Health Select Commission
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“Embedding physical activity
into everyday life”



Why Rotherham? Why Now ?

Sport England Investment in Rotherham – Driving Change Together

- **Rotherham faces some of the poorest health outcomes in England.**
High levels of inactivity, long-term illness, and health inequality continue to impact our communities.
- **Sport England has identified Rotherham as a priority area for investment**, based on readiness, national data and need.
- **This is a collaborative opportunity** – to co-design solutions **with our communities**, putting local people at the heart of change.

Ambition:

➡ *For Rotherham to become a more physically active borough, improving health and wellbeing outcomes for all.*



What is Moving Rotherham?

- ▶ Partnership with Sport England and local organisations.
- ▶ Whole-system approach: physical activity integrated into everyday life - health, planning, regeneration, transport, community.
- ▶ Vision: “To make physical activity an everyday part of life in Rotherham.
- ▶ Aligned with:

Rotherham Health & Wellbeing Strategy
NHS Long Term Plan (prevention)
DCMS “Get Active” Strategy (2023–2030).

Our Priorities



A. Strategy and coordination. Deliver the development award and seek further main award Sport England bid by March 2026

1. **Action plan:** Continue to develop a shared vision and action plan with accountability and support for stakeholders
2. **Data:** Improve the availability and use of local data on physical activity to support targeting, monitoring and evaluation
3. **Place Expansion:** Ensure delivery, monitoring and evaluation are tracked and progressed to align with Sport England development award submissions and application for main award.
4. **Leadership:** Establish working groups and provider networks to support systems working across place.
5. **Best practice:** Consider best practice and research to identify local opportunities to develop policy or system change.

5 strategic aims 2025-26 action plan

- ▶ **Shared vision across partners and the borough**
- ▶ Shared plan with partner contributions
- ▶ Data, evidence and engagement under-pinning
- ▶ Growing systems leadership

B. Increase physical activity across the borough (moving from a bit active to more active)

6. **Making every contact count (MECC):** Develop skills and knowledge in relation to physical activity across all organisations and services, so that conversations with local people about being active happen as often as possible.
7. **Information:** Improve the availability of information on physical activity opportunities, including increasing content and use of Rotherham activity finder
8. **Comms and marketing:** Use front-line workers, targeted and mass communication to change perceptions, attitudes and social norms around physical activity and awareness of benefits amongst the wider population

- ▶ **Increasing levels of physical activity – doing more!**
- ▶ Everyone talking about being active and skilled and confident to do so
- ▶ Readily available information – activity finder and resources for partners via Extranet site
- ▶ Comms and marketing being developed

C. Decrease inactivity
and identify barriers to
engagement
(moving from inactive
to active)

9. **Improving the physical 'environment'**: Identify and consider scope to improve environments that enable activity, whether this is outdoors in green spaces, town centres and local streets, or within schools, colleges and workplaces.

10. **Working with communities**: Supporting and engaging with local communities to sustain their projects through training and support with process and policies

11. **Active travel**: Collaborate with transport colleagues and other stakeholders on the new South Yorkshire Walking, Wheeling and Cycling Strategy and Rotherham local infrastructure and delivery plans

- ▶ **Decreasing levels of inactivity – getting people started moving**
- ▶ Changing the environment in which we live, work and play
- ▶ Flux engagement project focused on green spaces
- ▶ Working with communities to build on strengths and opportunities
- ▶ Linking to active travel and school streets and play streets

D. Tackle inequality and identify areas for development to enable equitable opportunities for all

12. **Inclusion:** Strengthen the physical activity offer to adults with long term health conditions or disabilities

13. **Testing new things:** Deliver targeted test pilots in innovative inclusive ways of working to provide wider opportunities to increase physical activity - including projects with communities, workplaces and wider system change

- ▶ **Tackling inequality in activity levels**
- ▶ Inclusive physical activity strand and network
- ▶ Inclusive activity event
- ▶ Every Move Counts physical activity referral programme (Active Hub through Connect)
- ▶ Testing new things

E. Provide positive physical activities opportunities for children and young people across the borough

14. **Schools:** Support schools to integrate and promote physical activity opportunities and the benefits
15. **CYP engagement:** Coordinate wider opportunities to develop learning and understanding of what physical opportunities children and young people would like to engage with.
16. **CCoC legacy:** Identify possible opportunities to increase awareness of physical activity opportunities across the borough building on Children's Capital of Culture and legacy programme

- ▶ **Supporting children and young people to stay active and enjoy being active**
- ▶ Work with schools – school baton relay and school games
- ▶ Legacy of engagement and events from Children's Capital of Culture
- ▶ Family focus / multi-generational activity

Progress so far

- ▶ 'Every Move Counts' health coaches in place, referrals flowing.
- ▶ Community test pilots launched with YSF and engagement underway.
- ▶ Creative engagement in green spaces (Ferham, Bradgate, Greasbrough, Rawmarsh).
- ▶ Inclusive Activity seminar delivered.
- ▶ Branding toolkit, comms plan and Extranet in development.
- ▶ Refreshed governance with Board and Terms of Reference in place.





Risks and Challenges

- ▶ Tight timelines – full main award submission due April 2026.
- ▶ Sustaining partner engagement – requires consistent collaboration.
- ▶ Community expectations – must be managed carefully.

Timetable

- ▶ 2025: Ongoing consultation, training, communications & system change.
- ▶ Quarterly: Action Plan reviewed and updated.
- ▶ April 2026: Final Main Bid submission to Sport England.

