

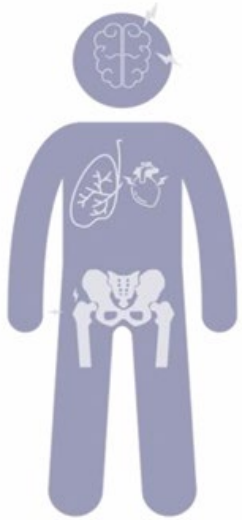


# MOVING ROTHERHAM

Health Select Commission  
September 2026

# Why be active?

## BENEFITS FOR INDIVIDUALS



## BENEFITS FOR THE ECONOMY



## BENEFITS FOR COMMUNITIES



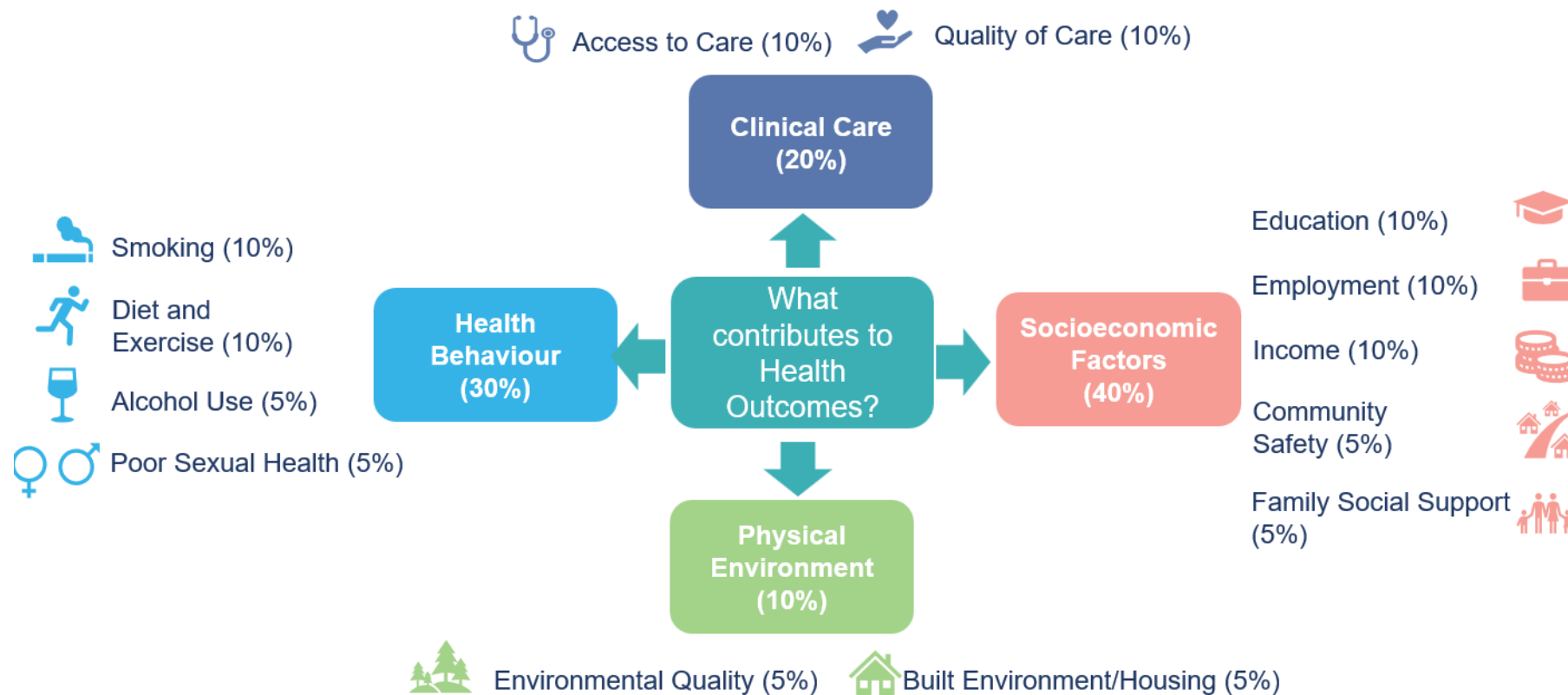
- Improves physical and mental wellbeing
- Reduces health inequalities
- Supports independence and healthy ageing
- Strengthens communities
- Supports local economy and productivity
- Encourages sustainable travel and active lifestyles

# Building on what's strong



# The challenges

Health inequalities are unfair and avoidable differences in health across the population, and between different groups within society. They arise because of the conditions in which we are born, grow, live, work and age.





# Development year aims

Build the foundations for a coordinated, inclusive, place-based physical activity system in Rotherham.

- ▶ Test new approaches to **engage inactive and underserved communities**
- ▶ **Strengthen** system leadership, **partnerships** and shared learning
- ▶ Understand **what works** (and **what doesn't**) through real delivery
- ▶ Gather insight to shape a long-term **Moving Rotherham strategy**

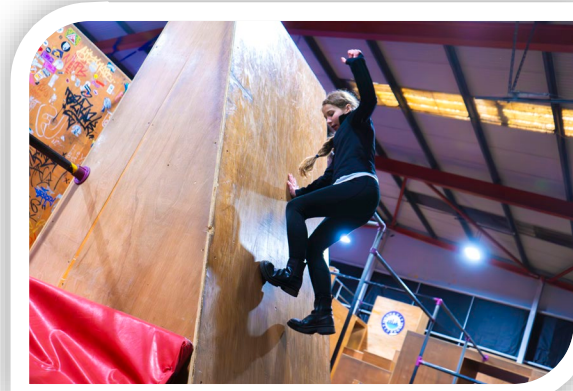
# What has taken place?



Community and green  
space engagement  
through YSF and Flux



Coaching support for  
patients with long-  
term conditions  
through Every Move  
Counts

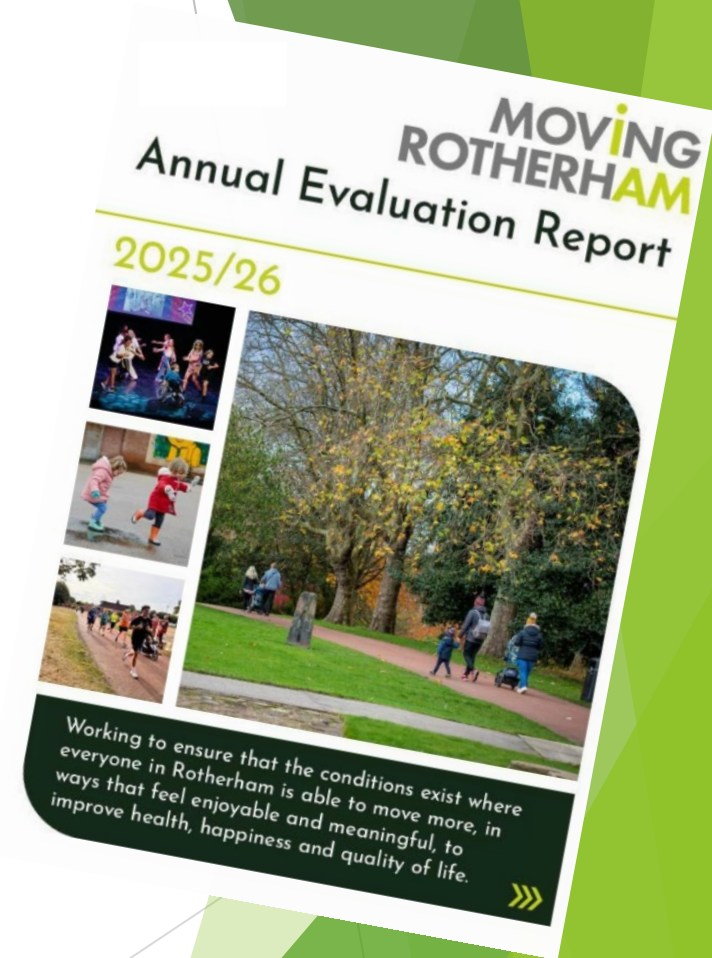


System partnership development  
Inclusive activity network created

CYP schools and faith-based  
engagement

# What was the impact?

- ▶ **Increased visibility** of physical activity, more conversations about physical activity across the borough
- ▶ **Strengthened cross-sector coordination** and relationships
- ▶ **Enhanced engagement** in **trusted community settings**
- ▶ **Generated rich consultation insight** and some important key learning themes
- ▶ **Increased system capability** through training and development e.g. through Active Practice Charter and Inclusive Active Network



# What we learnt

- ▶ Cost and affordability remain barriers
- ▶ People want activities close to home
- ▶ There is currently a gap in cycle training and asset activation across the borough
- ▶ Trusted community venues and organisations work best
- ▶ Information about activities is difficult to find
- ▶ Inclusion and accessibility require continued focus
- ▶ Ongoing engagement and support helps sustain physical activity





# Moving Rotherham 5-year Physical Activity and Sport strategy

**“Together we create the conditions where everyone in Rotherham can move more, in ways that feel enjoyable and meaningful, to improve health, happiness and quality of life.”**

# How change will happen

We have together committed to core principles reflecting how partners think change should happen:

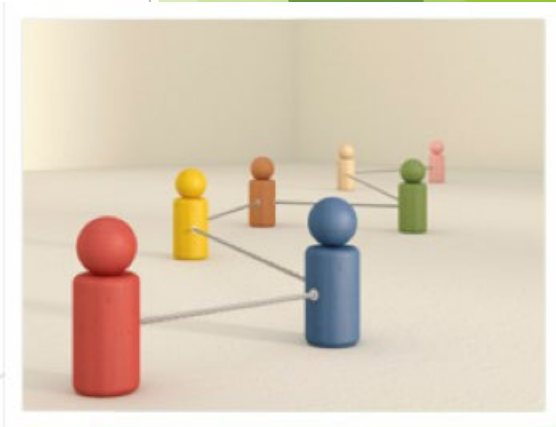
- Join things up
- Start with people
- Explore and be brave
- Build for the long term
- Embed equality, diversity and inclusion



# How we will collaborate

Working together is essential to achieving change.  
No single organisation can do this alone.

- **Big Active Network**
- **Other networks - Inclusive Activity, Sports, Places**
- **System Leaders**
- **Moving Rotherham Board**
- **Health and Wellbeing Board and Cultural Partnership Board**



# Our priorities

3 priority audiences:

- Children and young people
- People with long-term health conditions and/or disabilities
- Communities where activity levels are lowest

3 enabling themes:

- Communication
- Inclusion
- Place Making & System Change



# Understanding our progress

- Creating a more active borough within a constantly changing context is a **significant and long-term challenge**.
- Essential that we **focus** on creating the **conditions** that **enable sustainable change**.

## Using:

- Stories of inspiration
- Data and evidence
- Annual report
- Whole system approach - NELP



# What the funding will deliver



- ▶ **Children and young people:**
  - **School Games capacity** with schools to develop and signpost to community activity provision, taster events
  - Children's **cycling training**
- ▶ **People with long-term health conditions / disabilities:**
  - Every Move Counts **health coaching** continuation and work with health services
- ▶ **Communities where activity levels are lowest:**
  - **VCS capacity and activation funding** to co-design solutions to improving physical activity opportunities in green spaces and communities

## ► **Communication:**

Comms capacity and marketing resource to raise awareness

## ► **Inclusion:**

Training and ongoing development of inclusive activity network

## ► **Place-making and system change:**

Training, continued partnership working, awards event, convening capacity, evaluation resource

# Thank you

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