

# Our Dorset

A Movement For Movement

Active Dorset



[www.movementformovement.co.uk](http://www.movementformovement.co.uk)

#movementformovement



# Foreword

**This strategy was developed by:**

**Charlie Coward** - Deputy CEO, Active Dorset

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## Jane Kelly

BCP Council



On behalf of BCP Council I am very pleased to give my support to A Movement for Movement. Our ambition is for Bournemouth, Christchurch and Poole to be one of the best places in the world to live, work, invest and play. Moving more, and being physically active, offers so many opportunities for us to deliver our ambition and a better quality of life for all of us. Bringing A Movement for Movement to life is something everyone has a part to play in. For BCP Council I know that all our Directorates, Services, staff and elected members can make a difference and I look forward to working with our partners to collaborate on the approach set out in this strategy.



## Patricia Miller

Our Dorset ICS



I'm so pleased to be able to offer my support to A Movement for Movement. In Dorset the NHS, Councils and Voluntary and Community partners are working together as an Integrated Care System to listen to and work with the people we serve.

At the heart of the Integrated Care System's ambition is the belief that people in Dorset should be able to live their best lives and should be the driving force behind the development of services to meet their needs.

Moving more and being physically active are often framed around the savings they deliver for the NHS by preventing ill health. This is important, but much more important are the health and happiness movement can bring to the lives of people across Dorset.



## Peter Wharf

Dorset Council



I am delighted to give my support to A Movement for Movement and I look forward to working with partners to unlock the value of movement for more people in Dorset. When I look at the priorities we set out in Dorset Council's Plan for 2020-2024 I see so many opportunities for us and our partners to make moving more 'normal', and for moving more to help us deliver against those priorities for the people of Dorset.

Moving more means a healthier and more productive workforce. It means opportunities for jobs and employment. And it means protecting Dorset's unique environment and reaching our aim to be carbon neutral by walking and cycling more.

All of this will require action by individuals, by teams, and by services and organisations. I hope that A Movement for Movement can be a trigger for all of us in Dorset Council and beyond to consider how the decision we make can contribute to getting Dorset moving more. For me, the network of public rights of way which the Council, landowners and communities maintain together and our beautiful coastline have provided the inspiration to keep me moving over many years.

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## Section 1: Introduction

This document 'Our Dorset – A Movement for Movement' is the physical activity strategy for BCP and Dorset. It sets out why we need to make change, what we need to focus on and how we can do it.

Our aim is to support everyone to move a little more every day, in ways that work for them while tailoring that support towards those who can benefit most from moving more. Moving more isn't the goal in itself; it will play its part in improving wellbeing for all of us living in Bournemouth, Christchurch, Poole and Dorset. To achieve this we will need to work as a system to build a narrative around movement that inspires and empowers everyone to move a little more and sit a little less.

A Movement for Movement doesn't set out a short term time frame. This signifies an acknowledgement that making significant change will take time and commitment from partners to a long term approach. We know that who takes action, what they do and how they do it will change over time.

However, our overarching approach to working collaboratively to design in movement to the decisions we make, the places we live and the choices we make will continue.

'A Movement for Movement' presents a direction of travel for our shared approach in Dorset. It recognises that no single organisation holds all the answers or can take all the action needed to tackle inactivity. We are all actors in the system that shapes how much we move and we can all make change, in our lives, the lives of our families and friends and our communities.

This is our call to action. To work together to find the levers to enable more movement for everyone. To embed movement in everything we do, in every decision we make, no matter how big or small.

Come and join us to help build a Movement for Movement across Dorset and BCP.

### A note on terminology

**Activity and movement** are used to describe any kind of physical activity, sport, or exercise either purposeful and structured (like sport) or informal and incidental activity (like walking to work).

**System** is used to describe the different factors that work together in an Interconnecting network to shape how much we move.

## Section 2: Our challenge

The benefits of moving more are well established. Being active by moving our bodies in whatever way works best for us can help keep us happy and healthy from childhood, through adult life and as we age. It's not just about sport or formal exercise.

Walking, cycling, carrying shopping and moving around the places that we live, learn and work in all counts and can all make a difference.

As well as the importance of moving, we know more about the harm that sedentary behaviour or sitting can cause us. Despite this, many of us still find making movement part of everyday life a challenge.

### How much are we moving in BCP and Dorset?

**Adults** - During the period Mid-November 2020 – Mid November 2021

25.5% (67,000 People) of adults (16+) in Dorset Council area did less than 30 minutes per week

22.8% (97,500 People) of adults (16+) in BCP Council area did less than 30 minutes per week

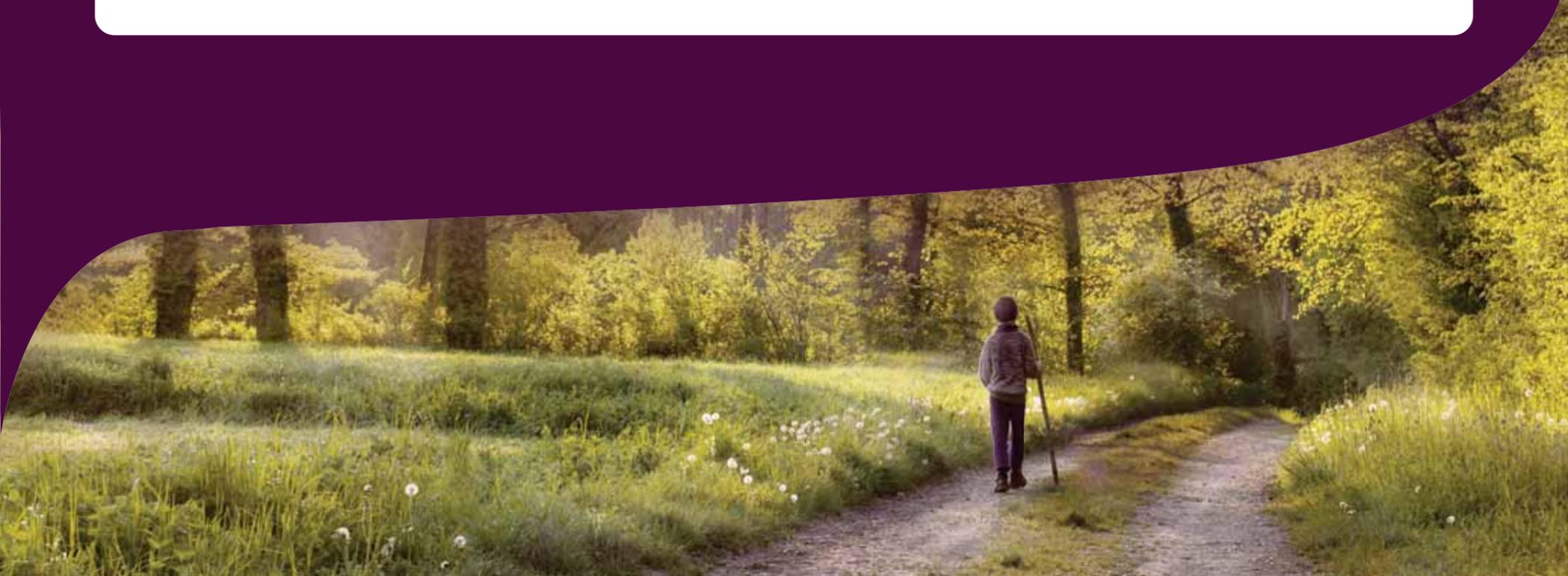
*SOURCE: Sport England Active Lives Survey April 2022*

**Children** - During the academic year 2020 – 2021

33.8% (27,600) children and young people (school Years 1 to 11) in BCP Council area did less than 30 minutes per day

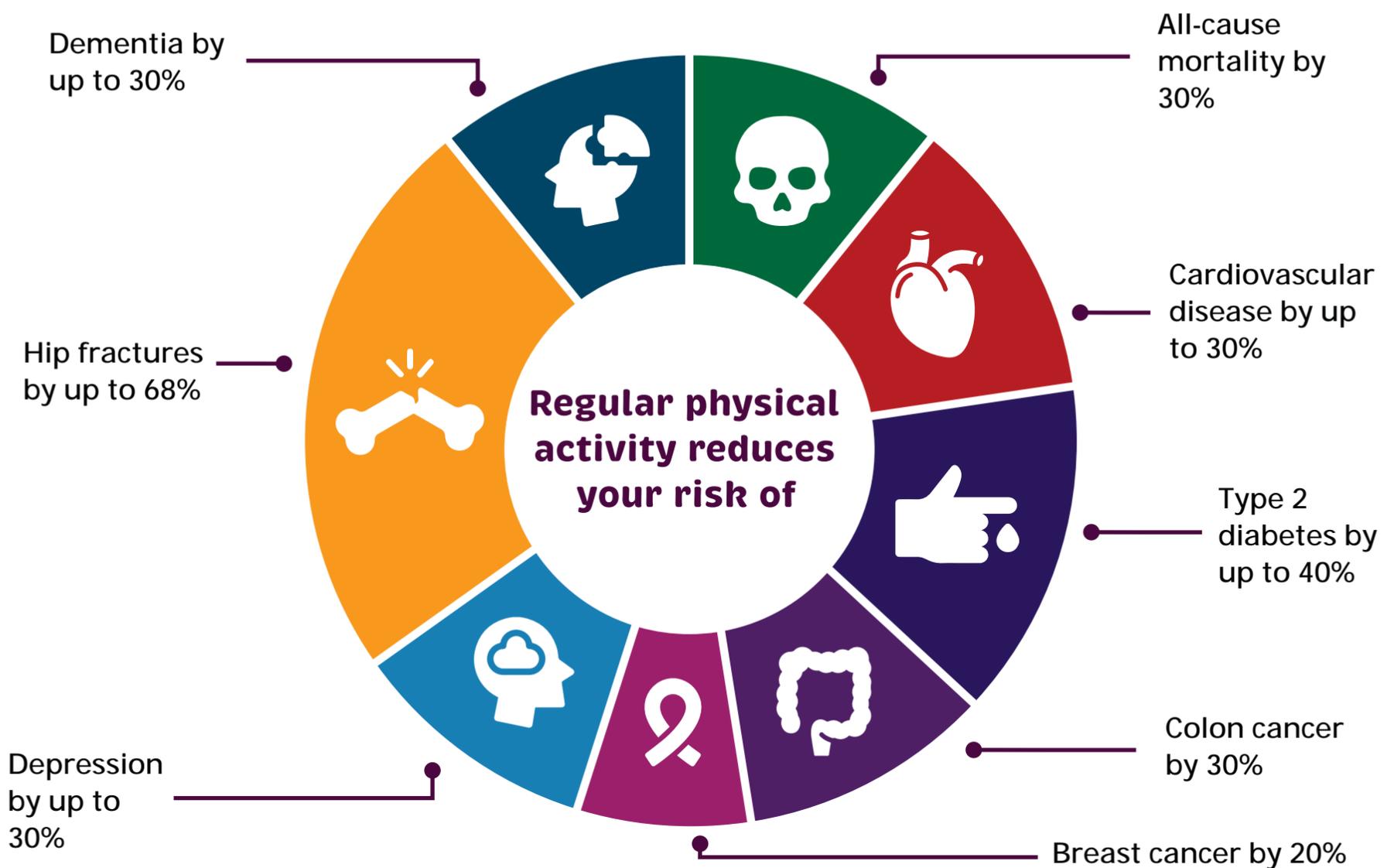
27.5% (11,900) children and young people (school Years 1 to 11) in Dorset Council area did less than 30 minutes per day

*SOURCE: Sport England Active Lives Survey, academic year September 2020 to September 2021*



While not moving enough (inactivity) poses risks for all of us, both as individuals and as a society, becoming more active (moving more) offers real opportunities. Regularly moving our bodies in whatever way works for us can significantly reduce the risk we face of developing a number of health conditions.

### What are the health benefits of physical activity?



Source - <https://www.gov.uk/government/publications/physical-activity-applying-all-our-health/physical-activity-applying-all-our-health>

Nationally, the NHS Long Term plan recognises the importance of prevention, and the opportunity the NHS has to positively influence behaviours of patients and their families.

Our NHS Long Term Plan aims to support people to live longer, healthier lives through helping them to make healthier lifestyle choices and treating avoidable illness early on.

We will maximise the opportunities that patient contact and hospital admissions bring to help people to improve their health. This Long Term Plan sets out new commitments for action that the NHS itself will take to improve prevention. It does so while recognising that a comprehensive approach to preventing ill-health also depends on action that only individuals, companies, communities and national government can take to tackle wider threats to health, and ensure health is hard-wired into social and economic policy.

SOURCE: NHS Long Term Plan

In Dorset, our Councils, NHS, public services and voluntary and community groups have come together to work as an integrated health and care system (ICS).

The ICS aims to remove traditional barriers between services so people can access the support and care that they need when they need it.

An important part of this is supporting people and communities to lead healthy, thriving lives and addressing health inequalities.

Meeting this challenge will require change from all these partners and supporting people across Dorset to move more is an opportunity for us all as organisations, communities and individuals.

### **This strategy is informed by and sets out to support:**

- The BCP Health & Wellbeing Board strategy.
- The Dorset Health & Wellbeing Board Strategy.
- Uniting the Movement: Sport England's 10 year vision for sport and physical activity.
- Public Health England 2014; Everybody Active Every Day.



### **Small change can make a big difference**

Moving more is good for everyone, but those of us who find it hardest to be active can see the biggest benefits from increasing the amount we move by even small amounts.

Not moving enough or being 'inactive' is associated with 1 in 6 deaths in the UK and is estimated to cost the NHS alone £0.9 billion every year.



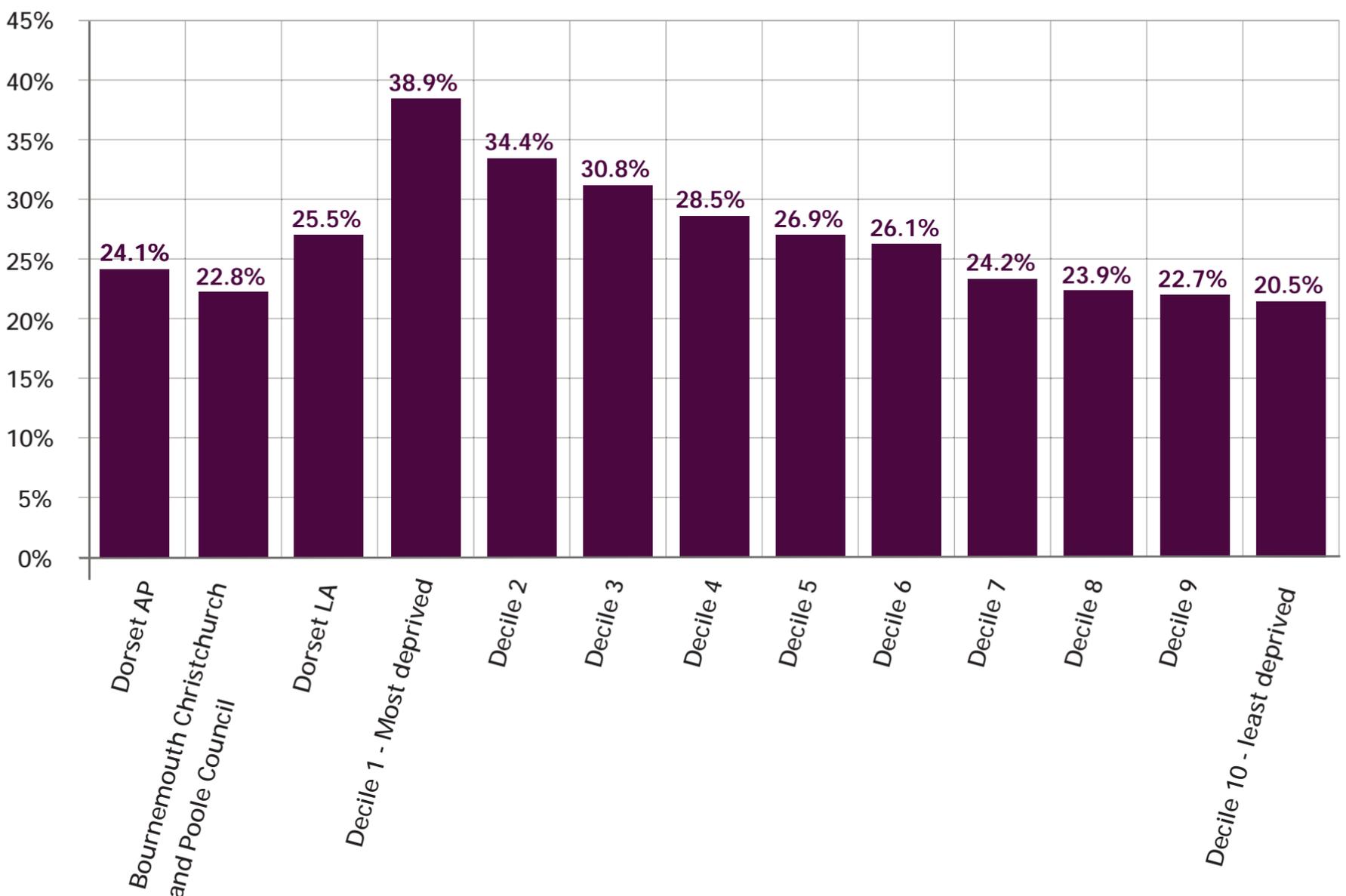
We know that for some of us building movement into our lives is more challenging than it is for others. Across BCP and Dorset those of us living in our most deprived areas are more likely to do less than 30 minute movement each week (defined as inactive) than those of us living in the least deprived areas.

But, it's important to remember that all of us can benefit from moving more and that some of us will need more help and support to do so if we're facing barriers driven by our health, our work, caring commitments, lack of resources or other issues.

**Levels of activity: Inactive: less than 30 minutes a week**  
**Whole population**  
**Nov 20-21**

% Levels of activity by the whole population

■ Whole population (16+)



# What do we mean by physical activity?



Note: We count most sports and physical activity, but exclude gardening. However, the Office for Health Improvement & Disparities (OHID) does include gardening in its local level physical activity data.

## Three levels of activity;

### Active

At least 150 minutes a week

### Fairly Active

An average of 30-149 minutes a week

### Inactive

Less than 30 minutes a week

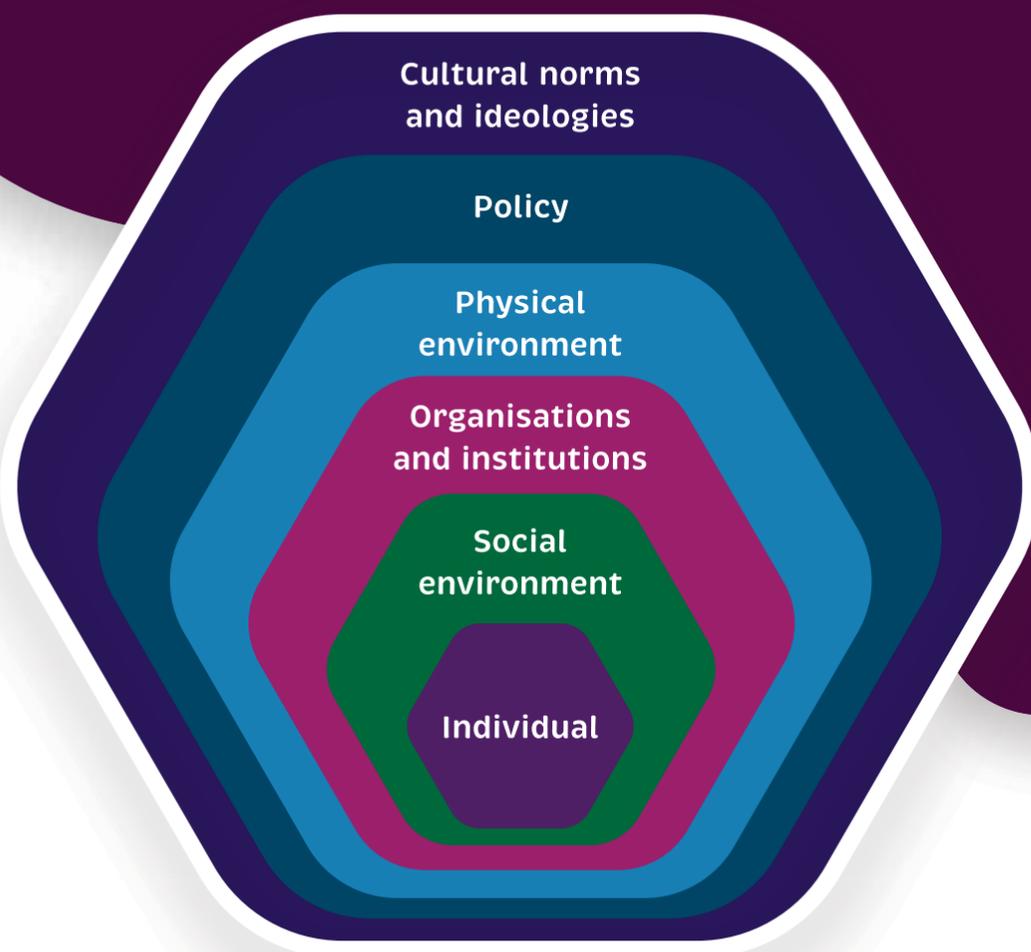
Please note; guidance on recommended levels of activity differ for specialist populations including children and young people and older adults. The guidance above refers to adults only.



## Section 4: Our road map to creating a 'Movement for Movement' across Dorset and BCP

During 2021 Active Dorset and Public Health Dorset set out to engage stakeholders across BCP Council and Dorset Council areas in sharing their views on what shapes the level of movement people do locally.

### A whole systems approach



We wanted to understand the complex story or system that lies behind the headline data on how much movement we do or don't do in Dorset.

And just as importantly we wanted stakeholder views on what we can do locally to enable more people to make movement, and the benefits it brings, part of everyday life.

### What factors shape our system?

- ◆ **Cultural norms and ideologies:** Language, myths, metaphors, stories, hierarchy of values know-how, assumptions, mindsets
- ◆ **Policy:** International and national guidance & 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:** School, healthcare, businesses, workplaces, 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

## Here's how we did it:

We've consulted many key partners and stakeholders on how tackle inactivity, changing culture to create a Movement for Movement in Dorset and BCP.

We've used several methods including workshops and consultation sessions and an online conversation open to everyone.

## So Far:

### Discovery:

We launched an online conversation about the barriers and enablers of moving more

### Workshops:

We brought people together to map the system that shapes how much we move in Dorset

### Workshops:

We used our map to identify the 'Story' that drives inactivity

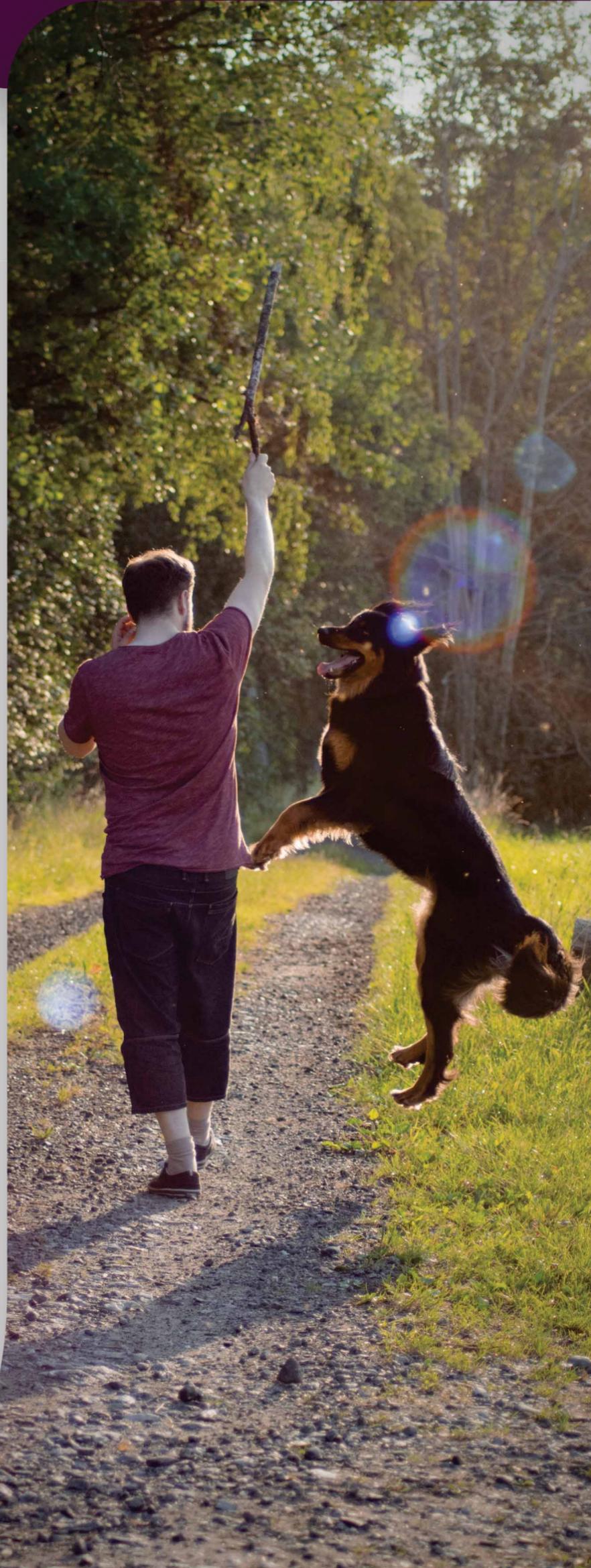
### Workshops:

We asked where there are opportunities for enabling us to move more

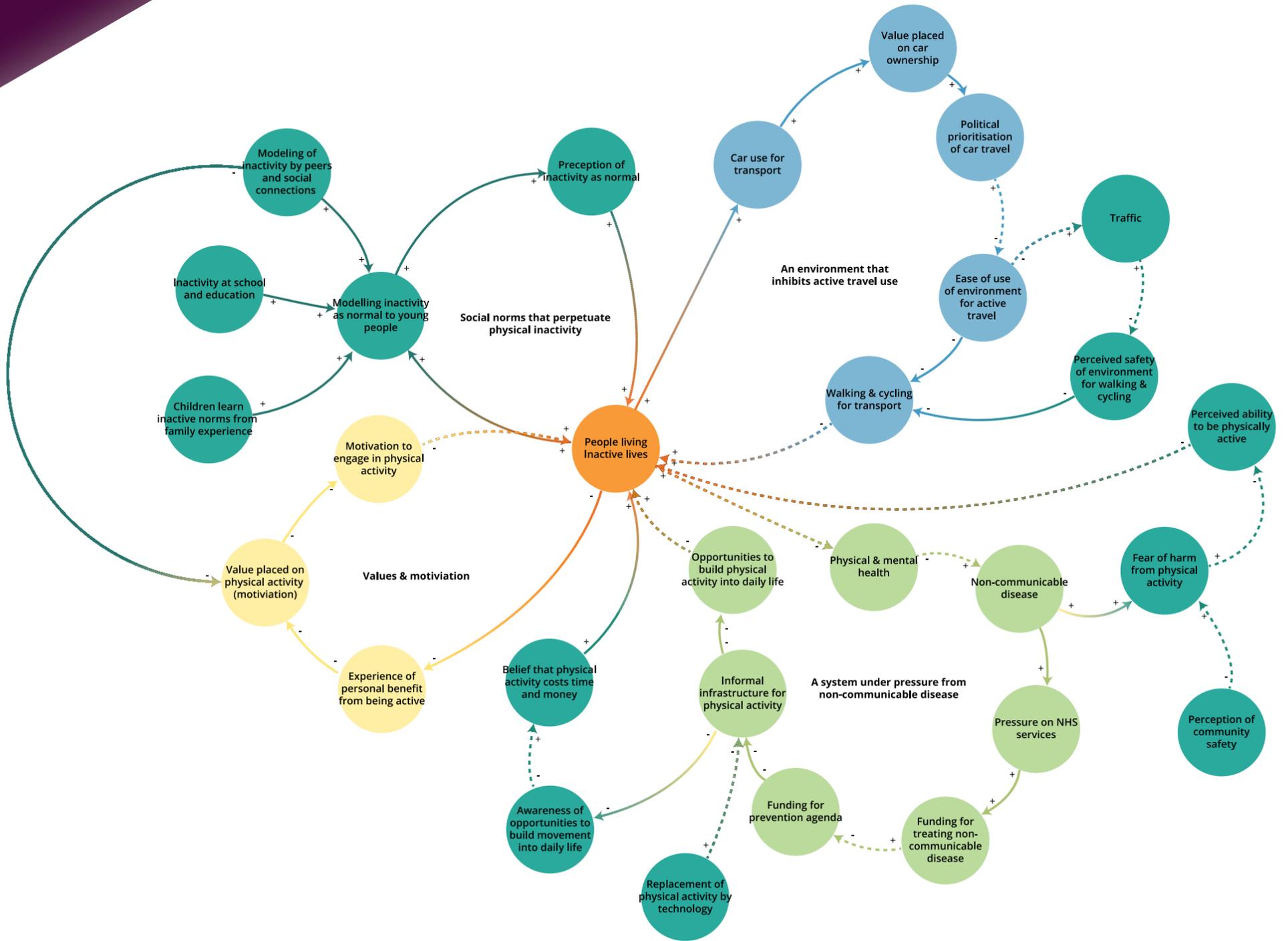
### Sharing:

We shared and tested our findings with others

## A Movement for Movement: Making it happen in Dorset



From these sessions, we've developed a range of insights and a set of key areas where change could be made to influence the activity levels of people living in Dorset and BCP.



You can read more about the insights gathered through the consultation process here:

<https://www.activedorset.org/join-our-online-conversation>



## Section 5: Reframing physical activity

Language is an underpinning principle of our approach to tackling inactivity and increasing the amount we all move. The language we use to talk about physical activity is important.

Throughout the consultation we heard that how we define physical activity and the words we all use to describe it, influences whether people feel activity is for them, how achievable it is for them and therefore, how likely they are to make a behaviour change.

### From...

- Sport and exercise
- Structured, purposeful
- A focus on provision of services and 'stuff'
- 5 x 30 minutes
- Focus on physical benefits

### To...

- Physical activity, & increasingly, just moving
- Minimise sedentary time
- Focus on individuals and communities
- Every minute counts. Small changes to daily routine
- Physical AND Mental Health

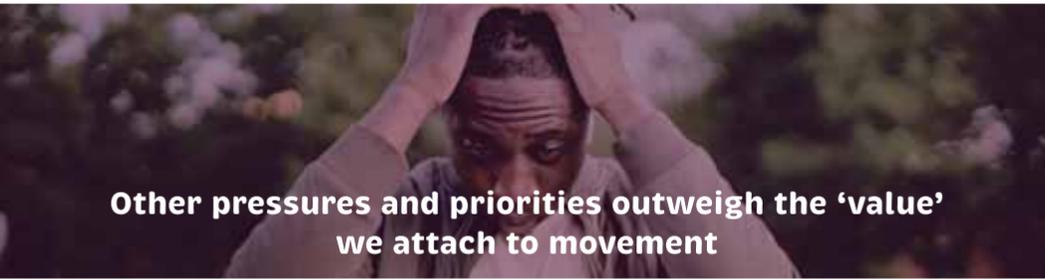
The language is important, the words we use and how we all talk about physical activity matters and crucially, the more we talk about it, the more it becomes important to others.

This document sets out our ambition to change the language we use. To reframe physical activity so that we...

- Change perceptions of what counts as activity
- Acknowledge that the language we use is important and commit to change
- Recognise that movement will look different for everyone
- Think about movement in its broadest sense.
- Understand that some is good, more is better but every minute counts

## Section 6: Four key challenges for action

Through the consultation process we found that four key challenges emerged. These four challenges represent our shared understanding of why some of us in Dorset and BCP find it more difficult to move more and enjoy the benefits it can bring for our health and wellbeing.



Other pressures and priorities outweigh the 'value' we attach to movement



Not moving is a 'norm' we learn from & have reinforced by family, social networks & others



The places we live in can make movement challenging and sedentary behaviour convenient



Physical and mental health limits individuals and organisation's capacity for moving more and enabling others to move more



### Not moving is a 'norm' we learn from & have reinforced by family, social networks & others

We heard that not moving is something we learn from others in our lives and that as we age sport and exercise is squeezed out of our lives. Countering this will require developing a system wide approach to re-framing physical activity as 'daily movement' that includes and extends beyond sport, exercise and active travel so we can find ways to move that fit with our lives. This will take leaders at an organisational and community level who can 'model' the value of physical activity and take advantage of opportunities for brief interventions to promote movement.



### Physical and mental health limits individual's and organisation's capacity for moving more and enabling others to move more

We heard about how some of us face barriers to moving more from underlying mental and physical health conditions. This contributes to downward pressure on our health and wellbeing and focus on treatment rather than prevention. With the right support we have the power to tap in to our own strengths and motivations to make movement part of our lives and how we manage our own wellbeing.



### Other pressures and priorities outweigh the 'value' we attach to movement

We heard that for some of us physical activity is viewed solely as sport or time 'dedicated' to exercise and opportunities to build physical activity and the enjoyment of moving more into everyday life are not identified or acted on. We need to recognise that all of us will find the value of movement in different ways and simply repeating the messages on how to move more and the health benefits it can deliver won't be impactful unless they relate to the values and motivations we each hold.



### The places we live in can make movement challenging and sedentary behaviour convenient

Active travel is a key enabler for building movement into daily life and ongoing and increased development of appropriate infrastructure can support this. But availability of infrastructure alone will not maximise active travel use without recognising that other factors that motivate people to choose car travel over other modes e.g. time constraints or expectations of others.

## Section 7: Making change

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Tackling these challenges requires action across the system at a variety of levels by organisations, communities, and individuals. We asked partners for their views on how we can act in Dorset to tackle these challenges and enable more of us to move more.

We grouped what we heard into three key themes for action we can take as individuals, as organisations and as a system.

1

**We need to reframe the language we use when we talk about physical activity**

2

**We need to build movement into everyday life**

3

**We need to connect everyone with the value of daily movement**

For each of these themes we heard about different ways in which we can make a change across Dorset:

- **Catalysts for accelerating change:** These are opportunities we can take as individuals, organisations and as a system to accelerate the pace at which we make daily movement the norm. It could be as simple as shifting the language you use to away from exercise and toward daily movement when speaking with friends and family or more complex like investing in changing the workplace environment to make moving easier.
- **Collaboration & influence:** Working together is vital for us to make a change at scale. For example, multiple organisations speaking with one, consistent voice about the value of moving more and how to do it will have more impact than any single campaign or organisation can have.
- **Connecting and sharing:** We think there's a way for all of us to move more in a way that works for us and can deliver value that makes life better. And we know that there is huge variety of support and opportunities across Dorset for people to move more provided and enabled by individuals, organisations and through the design of the places we live. But information giving isn't enough. We as organisations need to ask people how moving more can deliver value for them and support them to find and access what works for them.

## Reframing our language about movement

### Catalysts for accelerating change

e.g. Embedding the language of 'daily movement' in communications and messaging

### Collaboration & Influence

e.g. Joining up and sharing communications between organisations to present consistent messaging on moving more

### Connecting & Sharing

e.g. Enabling health professionals to empower people with long term conditions to move more in a way that works for them

## Building movement into daily life

### Catalysts for accelerating change

e.g. Building moving more into workplaces by changing their culture & physical environment

### Collaboration & Influence

e.g. Ensuring new development promotes moving more through BCP Council & Dorset Council's local planning policy

### Connecting & Sharing

e.g. Supporting vulnerable people to access sustainable travel, including walking & cycling, as a way to move more in daily life

## Connecting everyone with the value of daily movement

### Catalysts for accelerating change

e.g. Dorset Health Villages in outpatient assessment centres. Providing on-site provision of LiveWell Dorset, taking a proportional approach to focus effort & resources on those people who can benefit most

### Collaboration & Influence

e.g. Connecting with communities to understand what prevents them moving more and how movement can deliver value for them

### Connecting & Sharing

e.g. Creating access to opportunities to move more that meet people's needs.

## Section 8: Your Role - How we can create change together

We've spoken about movement being important but what do we mean by creating a movement for movement. How do we create the conditions for movement to grow?

We are all system actors, either as an individual in our community, our work as members of organisations and businesses, or as a senior leader or decision maker. Our behaviour and choices influence those around us.

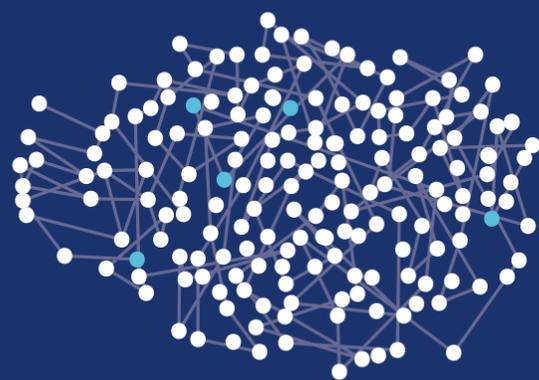
Creating the change, we want to see will require us to work differently, to start with questions and not answers.

We'll need to challenge each other's thinking and be brave to try new approaches.

Recognising that we can't solve the problems created with the same mindset that created them.

Significant change needs a collective approach. Not one person or organisation holds all the answers or pieces to the puzzle, but we can work together towards a shared purpose. It's about all of us and how we can use our influence and networks to enable others to make change.

### Understanding influence for change



Just 3% of people in the organisation or system typically influence 85% of the other people

● Influencers "The sparkplugs"

*Source: Organisational Network Analysis by Innovisor*

Activity and movement behaviours are complex and is influenced by the relationship between physical environment and cultural norms. Through the physical environment our activity levels are influenced by the people who plan, design, maintain the physical environment around us; transport engineers, urban designers, planners, Parish, town and Council staff and councillors, countryside services, conservation volunteers, those working for the National Trust, the local nature partnership and the AONB and so on.

Culturally, our movement is influenced by the norms of other people around us by; what other people do, what we see on tv or read on social media, what our peers, friends, family and colleagues do, what sort of patterns our employers create the conditions for, what is seen to be 'normal' at the school gates.

- **How do you build movement into your life? And that of your family?**
- **What opportunities do you have to enable or empower other people to move more?**
- **How can we all 'design in' movement to create a cultural shift?**
- **How can you influence others and invite them to join in?**

## Section 9: How will we know if we're making a difference

We set out to explore the complex system that shapes how much we move in Dorset. As this strategy shows no single issue or organisation has control over how much we move or the power to change it alone.

We've set out what we think are the most important 'leverage points' for making change in that system: our four challenges for action. The aim of the strategy is to help focus our shared efforts on these challenges and provide a direction of travel for how to do so.

It is not a detailed plan or set of actions for completion. Instead, partners who share the aim of enabling and supporting Dorset to move more can continue to shape and build on their own approach to taking action.

Sport England's Active Lives Sport England's Active Lives Survey ([sportengland.org](https://sportengland.org)) will give partners insight into how much Dorset is moving and whether we are headed in the right direction. Individual partners are best placed to monitor and evaluate the effectiveness of their own actions and activities and the impact they are having.



At a system level, we will look at how organisations are working together to make change, how new relationships between stakeholders are developing, or how existing relationships are changing.

We'll look at how strategy, policy and resources are changing to allow people to work collectively and shift the stubborn causes of inactivity.

Crucially we'll look at changes to our language and the narrative we are building about movement in Dorset.

We commit to reviewing how the principles set out in A Movement for Movement are adopted in other strategies and partnerships and work with our partners across the Dorset Integrated Care System to support them to build A Movement for Movement.

## Section 10: How to be involved

A Movement for Movement sets out a shared purpose for physical activity in Dorset and BCP that seeks to empower individuals and organisations to take action.

The three themes for action provides a framework for our collective approach, helping us to create a consistent narrative, but allows organisations and individuals to decide how they can make change.

### We encourage you to:

- Keep moving, in any kind of way you choose, every day
- Talk about moving, with your friends, family and colleagues
- Share and discuss the strategy with colleagues and friends
- Visit the [webpage](#) for more information and access to resources:
- Use the themes for action in your work and decision making
- Share your thoughts and how you'll help us build a movement for movement on social media [#movementformovement](#)





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