



Getting Oxfordshire Active

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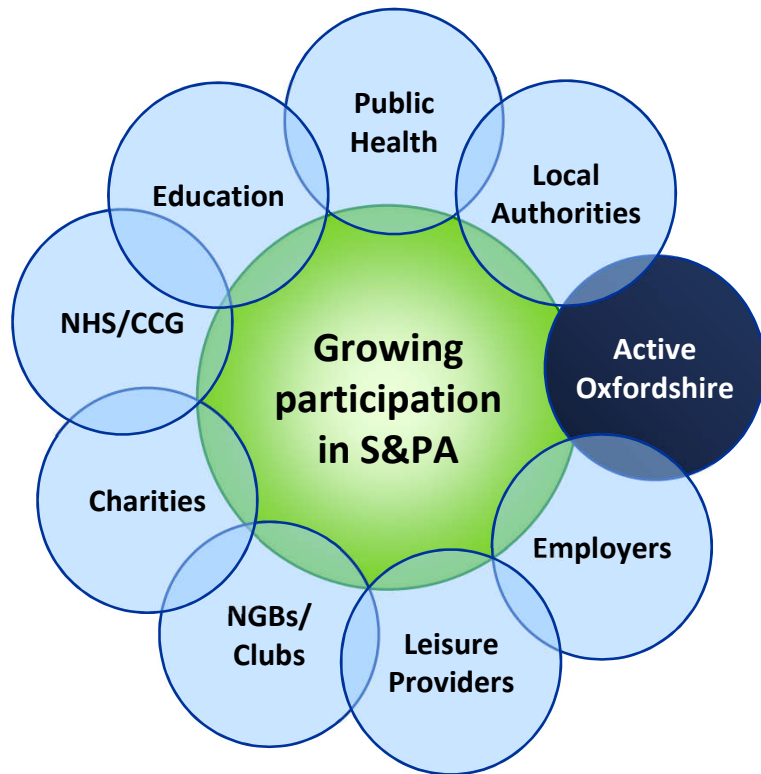
Today

- Who we are; what we do
- Why physical activity is important
- Our challenge in Oxfordshire
- Proposed approach/priorities
- How you can help



Active Oxfordshire (previously OxSPA)

'Making physical activity an everyday part of everyone's lives'



A County Sports Partnership funded by:



Delivering/coordinating national programs



WORKPLACE
CHALLENGE
OXFORDSHIRE



Oxfordshire
Business Games

Developing/supporting local initiatives



Wheels for All



Active Body, Healthy Mind
Improving our mental wellbeing through sport and exercise

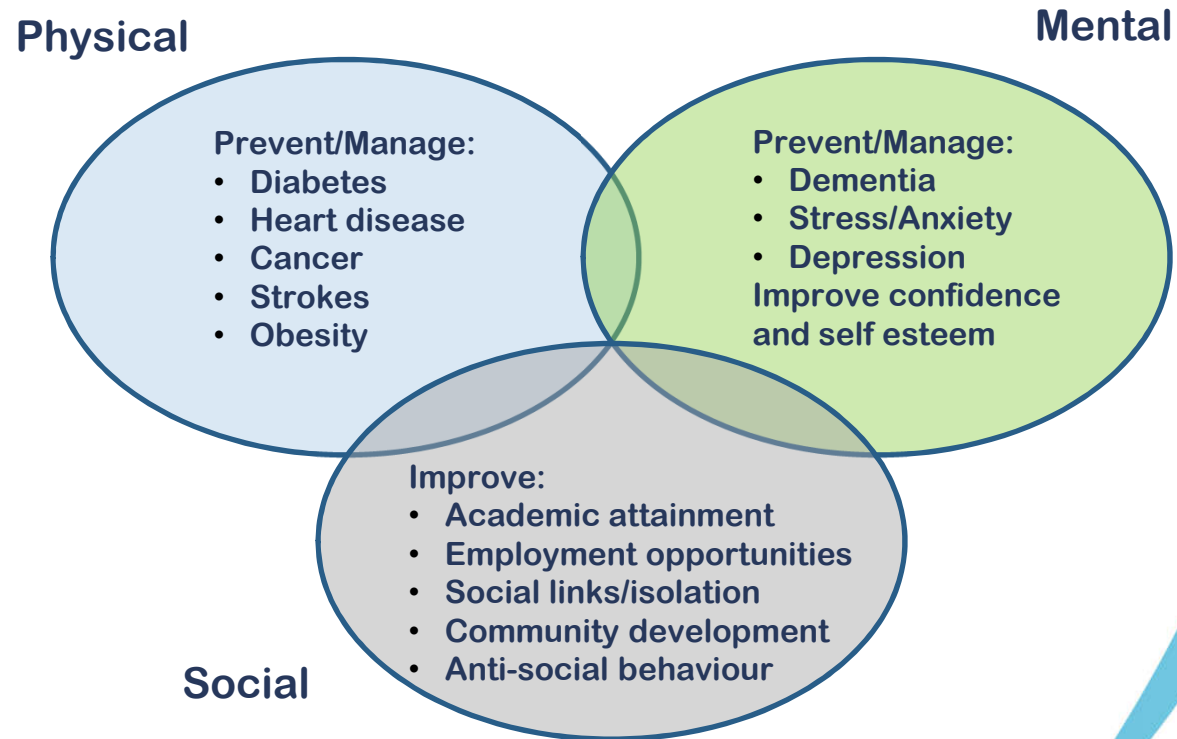


 **OXFORDSHIRE**
SPORTS AWARDS

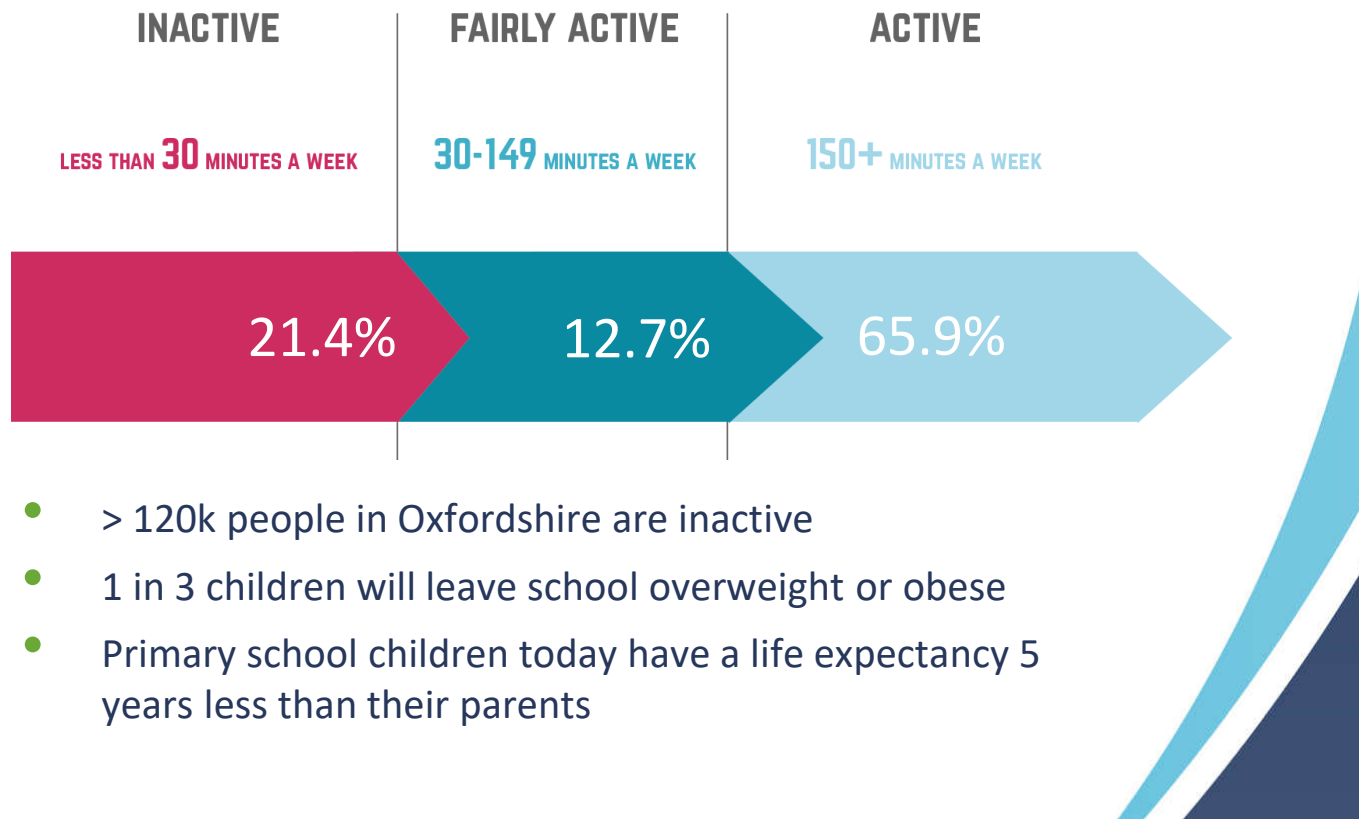
Benefits of physical activity

"If physical activity was a drug it would be regarded as a miracle"

Prof Dame Sally Davies, Chief Medical Officer

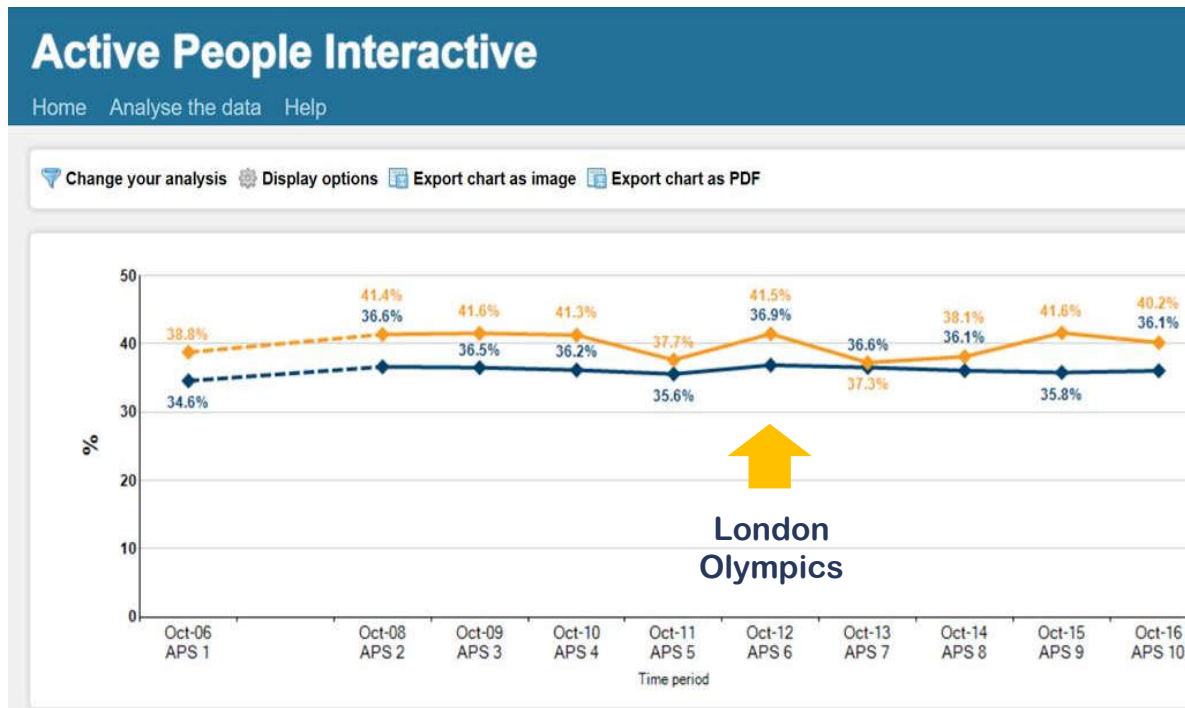


Our collective challenge



UK activity levels 2006 - 2016

We need a different approach



Change of focus

We see a clear link between inactivity and social deprivation

1. Cherwell

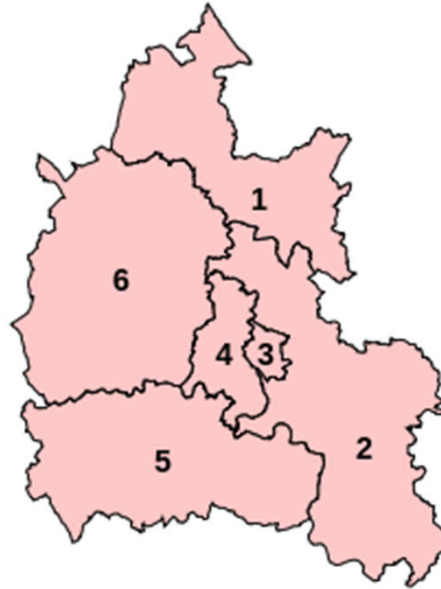
- Banbury Ruscote
- Banbury Neithrop
- Banbury Grimsbury & Castle
- Kidlington N & S

6. West Oxon

- Witney Central & South

5. Vale of White Horse

- Abingdon Caldecott



3/4 Oxford City

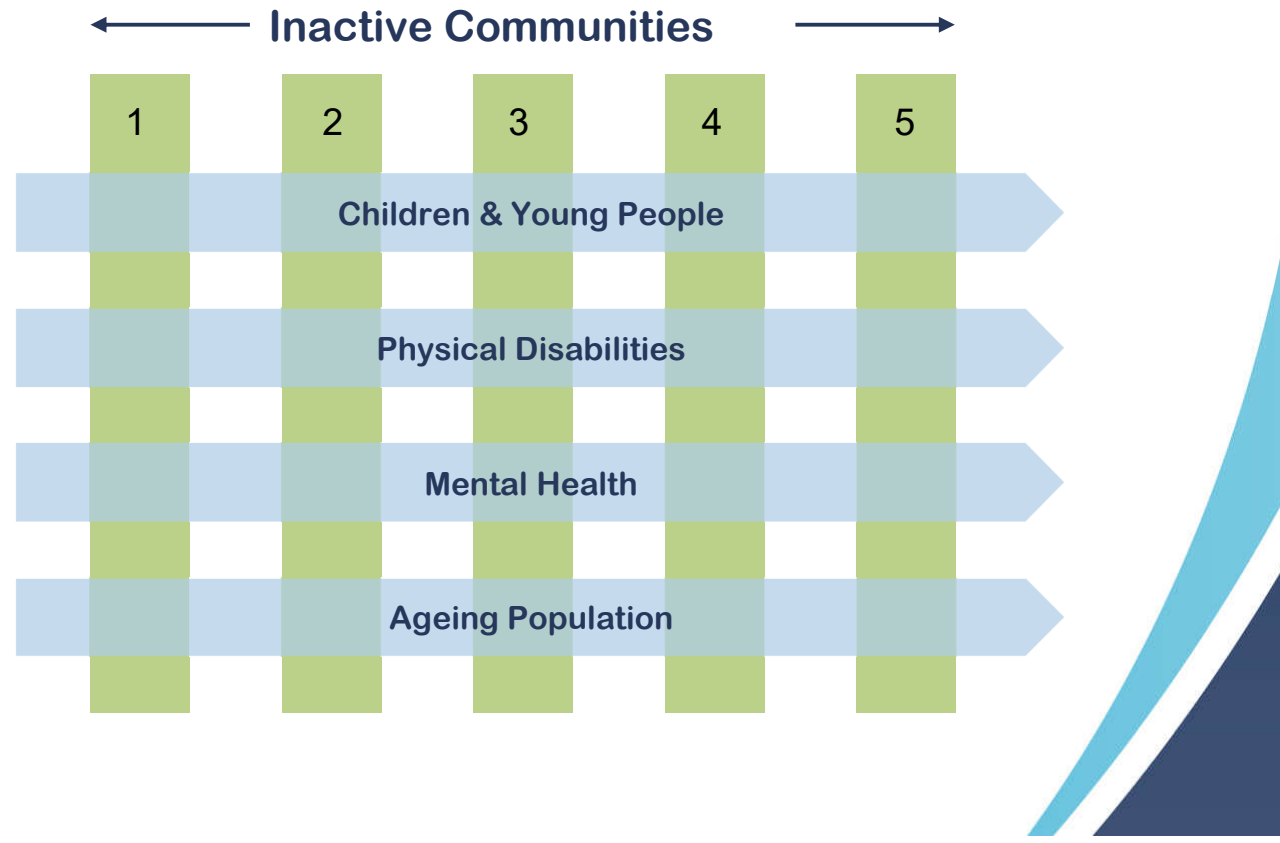
- Blackbird Leys
- Northfield Brook
- Rose Hill & Iffley
- Littlemore
- Barton & Sandhills

2. South Oxon

- Didcot Park
- All Saints

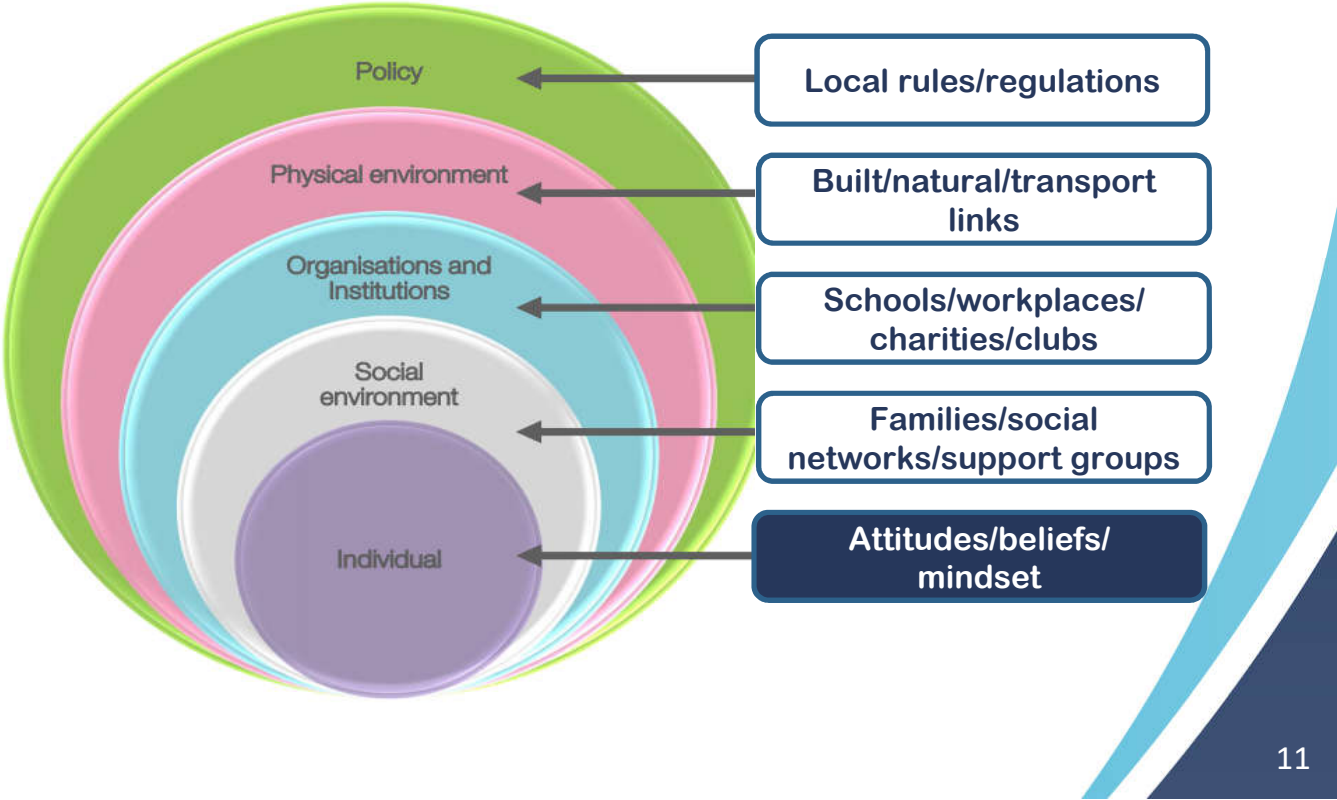
Proposed Oxfordshire priorities

Working with partners to identify opportunities to make a difference



Whole system approach

Working at all levels to create the necessary change in behaviour



Economic benefits of an active population

- Reduced healthcare costs
- Realising the potential of young people and people with disabilities
- Developing employment capabilities
 - Confidence
 - Team work
 - Leadership
- Improved workforce wellbeing and productivity
- Extending people's working lives
- Attracting and retaining the skills we need within the county



How can you help

- Embed the goal of creating an active population in your vision and strategy for Oxfordshire
- Consider the impact on inactivity in decisions you make
 - Collectively
 - Individual organisations
- New housing development presents a major opportunity for creating new 'active environments'
- Actively support opportunities for collaboration

- Get Oxfordshire Active Leadership Forum
Friday 7th December 2018
- For further information contact: www.activeoxfordshire.org
 - Paul Brivio, Chief Executive
 - Ed Nicholas, Senior Relationship Manager