



Active in Barnsley

2022–2026

A healthy and proud Barnsley
where active living is part of
everyday life for everyone

WHAT'S YOUR
MOVE

Foreword



Julia Burrows
Director of Public Health, Barnsley Council

Barnsley is an incredible place to live, work and be active with some of the best countryside and greenspaces in the country. Being active has so many variations and it can mean different things to different people. The important point is that we support everyone to harness the opportunity to build physical activity and movement into their daily lives. We have seen how physical activity can positively transform our individual physical and mental health but also to the people around us helping to build community connectedness.

The impact of Covid-19 has amplified the deep-rooted inequalities that exist in our borough and shown the importance of how we view our health. As we move forward from the pandemic, being active and moving more is part of the answer to many of the challenges we face. The Active in Barnsley strategic plan provides a framework for how we can connect our collective action to support wider societal outcomes. It focuses on ensuring everyone has the opportunity and capability to be more active in everyday life. It recognises that in Barnsley we experience heightened inequalities in our communities, and this will be a guiding principle in our efforts to make sure we provide energy and resource where it is needed the most. Along with our partners, organisations and communities we can achieve our vision helping more people and communities experience the benefit of being more active for enjoyment and good health.



Dr Andy Snell
Consultant in Public and
Global Health, Doctor in
Emergency Medicine

Through the Active in Barnsley partnership, we want to help more people incorporate physical activity into their daily lives. Too many of us in Barnsley are not living healthy lives and are experiencing greater levels of poor physical and mental health. This reduces our quality of life, increases our risk of illness and injury, and puts pressure on our health services. Increasing how active we are is not just of benefit to each of us as individuals, but also improves our communities. Through this strategic plan we set out how we can use physical activity to address some of the health inequalities experienced within the Borough.

Creating the conditions for good health needs the collective effort of partners across Barnsley. Every organisation can make an important contribution to the physical activity levels and health of people in Barnsley, and every organisation can in turn benefit. This strategic plan builds on the principles and aims set out in our first plan. We have consulted and used the latest data and insight to ensure this plan reflects the challenges, opportunities and resources we have available.



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“There is no situation, there is no age and no condition where exercise is not a good thing.”

Chris Whitty
Chief Medical
Officer for England
(April 2020)

Introduction

Active in Barnsley is the physical activity strategic plan for Barnsley. It feeds into the Barnsley Health and Wellbeing Strategy and the Barnsley 2030 Plan. Increasing physical activity levels across the population is a complex challenge with no single solution. Therefore, in Barnsley we will continue to work together to help all Barnsley residents, especially those in greatest need, experience the benefits of being more physically active. Our vision is:

A healthy and proud Barnsley where **active living** is part of everyday life for everyone

Our collaborative approach goes beyond the realms of physical activity and we acknowledge the important role this strategic plan and physical activity has in complimenting and connecting into other agendas. For that reason, this plan not only reflects the statistical insights about Barnsley but also takes into account the contribution towards the four themes that have emerged in the Barnsley 2030 plan.

Healthy Barnsley

People live independently with good physical and mental health for as long as possible.

We have reduced inequalities in health and income across the Borough.

Learning Barnsley

Children and young people achieve the best outcomes through improved educational achievement and attainment.

Sustainable Barnsley

Our heritage and green spaces are promoted for all people to enjoy.

Fossil fuels are being replaced by affordable and sustainable energy and people are able to enjoy more cycling and walking.

Growing Barnsley

People have a welcoming, safe and enjoyable town centre and Principle Towns as destinations for work, shopping, leisure and culture.

What do we want to achieve?

The aims of the Active in Barnsley strategic plan are to:



Share our vision to create a healthy and proud Barnsley where active living is part of everyday life for everyone.



To support and bring together individuals, groups and organisations that have a role in achieving our vision.



Focus our energy on where collective action will have the most impact.

Partnership working has been, and will continue to be, at the heart of our approach. Through widespread consultation and ongoing collaboration via the Active in Barnsley partnership, this plan details how we will work together to maximise our impact on physical activity levels across the Barnsley population and enable everyone in Barnsley to move more. Our strategic plan sets out the priorities for getting Barnsley more physically active (2021-2025) and ensuring all Barnsley residents have the opportunity to benefit from being more physically active through our five priority areas for action:



Active Communities



Active Schools & Colleges



Active Spaces



Marketing & Communications



Active Workplaces



The importance of sport and physical activity in a healthy Barnsley

Physical activity includes any form of movement which raises the heart rate. It can include daily living tasks such as housework and gardening, transport such as cycling, walking and scooting, as well as more organised activities such as using the gym, Parkrun or playing team sport. Physical activity and exercise can help:

- **Strengthen our heart, lungs and bones**
- **Improve our mood and reduce anxiety**
- **Reduce the risk of developing several diseases**
such as type 2 diabetes, cancer and cardiovascular disease
- **Positively boost our immune system**

Physical activity and exercise can have immediate and long-term health benefits.

Our Communities

Creating vibrant and healthy communities, giving priority to those areas which need it most and tailoring support, so everyone has the opportunity to be active. Doing so can help people feel connected to the place they live and improve overall health.

The Environment

By walking and cycling we can help minimise carbon created by motorised transport and ensure our communities have cleaner air to breathe. Everyone has an impact on the environment, we want to help lessen the negative impact where possible and support others to do the same.

The Local Economy

A healthy workforce means a healthy local economy. As we recognise the impact Covid-19 has had on our communities, it's vital we help create a more inclusive economy for the future.



What should we be aiming for?

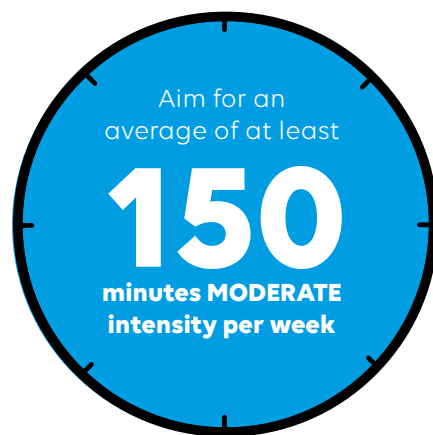
When we think about being active and moving, it is easy to think it has to be something big like going to a gym or running a marathon. Those are great for some people, however, being active and moving more means different things to different people. The important part is finding something that is right for you, something you enjoy and fits into your daily life.

Even little changes to your daily routines can have a big impact on you and the people around you such as walking more for short journeys instead of using the car or public transport.

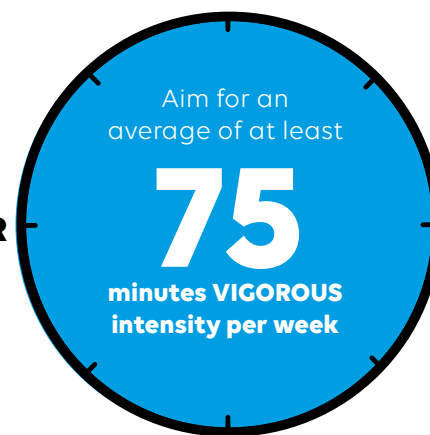
Ages 5 – 18 years



Adults and older adults



OR



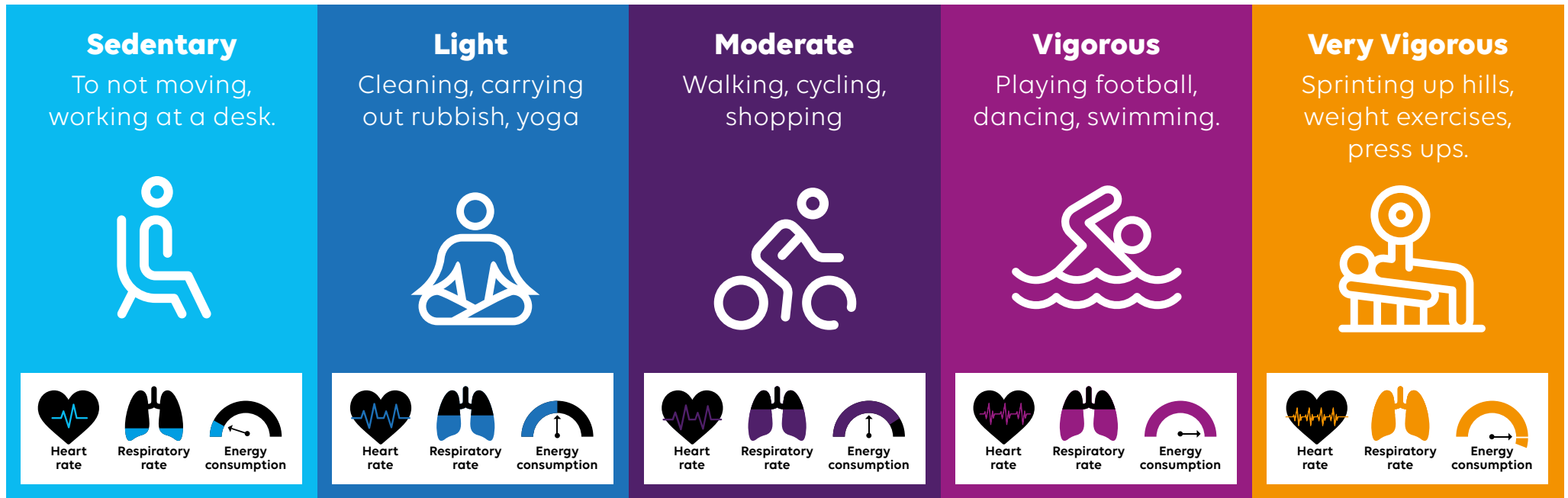
"Every minute counts"



Moving more as part of our daily lives

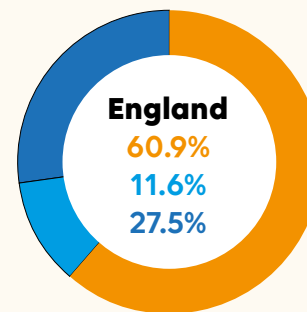
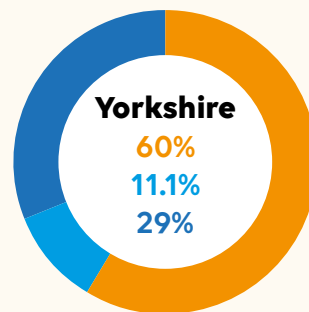
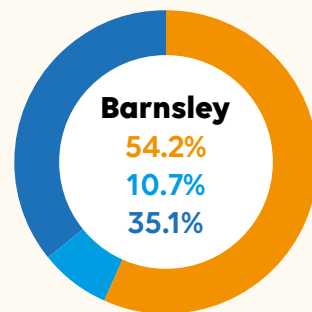


If we want physical activity levels to increase, its important activity is regarded as something people can incorporate into their everyday lives. For some people this might involve a structured sports session or exercise class, for others it might be more about making active choices to integrate activity into their existing routine. This is when using the lift instead of the stairs or parking your car further away can really help. Sitting less and moving more can support everyone to lead a more active life.



"Some is good but more is better"

The local picture



Active lives data published in October 2021



Adults walking for travel at least 3 days per week

11.4% Barnsley
15.1% England



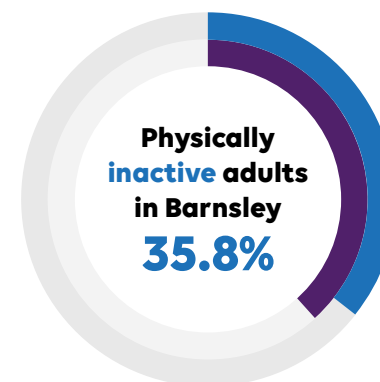
Adults cycling for travel at least 3 days per week

0.2% Barnsley
2.3% England



Children who walk to get to school at least once a week

51% Barnsley
50.3% England

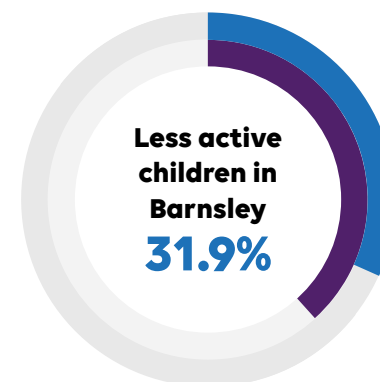


72,000

Barnsley adults are inactive

38.4% in the most deprived communities

Active Lives Survey (Sport England): November 2019/20.



10,200

Barnsley children are inactive

39.1% in the most deprived communities

Children and Young People Activity Data (Sport England): Academic year 2019/20.

Understanding health inequalities



To achieve our vision, we need to understand how physical activity can wrap around peoples' lives. We will create a data hub that will track the position of Barnsley against those factors that influence physical activity to help inform our approach and focus where our efforts are needed.

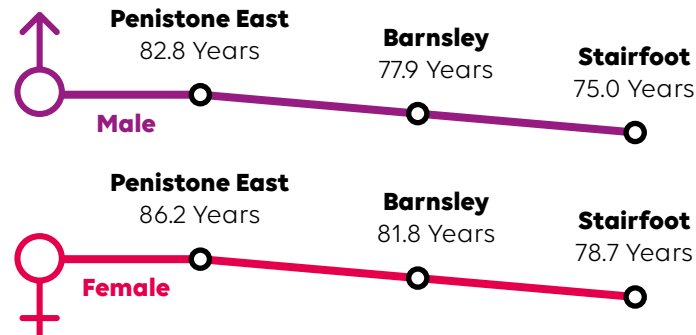
Health inequalities are unfair and avoidable differences in health across the population, and between different groups within society. Health inequalities mean that some people can expect to live shorter lives, in poorer health and be less happy simply because of the conditions in which they are born, grow, live, work and age. This is reflected in the adverse difference in healthy life expectancy in communities across Barnsley.

These wider determinants of health can have a significant impact in influencing people and specific populations' health behaviours. With physical inactivity negatively affecting both the physical and mental health of people day to day. Physical inactivity is responsible for one in six UK deaths (equal to smoking). An increase in physical activity can positively impact health, social connectedness and economic status meaning being physically active and being less sedentary can contribute effectively to structural inequalities.

Healthy Life Expectancy (2017-19)

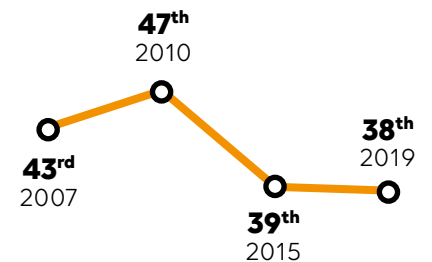


Inequality in Life Expectancy

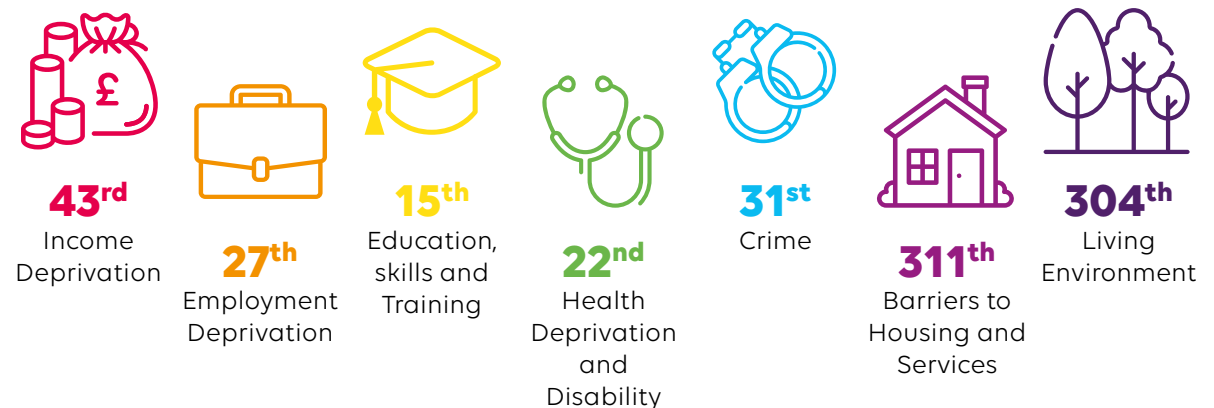


38th

most deprived local authority of the 317 in England



Below are the rankings for Barnsley relative to the other 316 local authorities using the 'rank of average score' by domain (where 1 = most deprived, 317 = less deprived)



Our collective action

OUR VISION

A healthy and proud Barnsley where **active living** is part of everyday life for everyone

OUR PRIORITIES



Active
Communities



Active
Spaces



Active
Workplaces



Active Schools
& Colleges



Marketing &
Communications

OUR TARGET AUDIENCES

People who are inactive

People on low incomes

Older people

18–25-year-olds

People with a long-term
health condition

THE PRINCIPLES OF HOW WE WILL WORK

- Channelling our energy where need is the greatest
- Working collaboratively with partners and communities
- Understanding the issues and challenges affecting communities
- Using data, insight and our learning to help us prioritise action
- Advocating for sport, physical activity and movement

TO ACHIEVE

Improved physical
health and mental
wellbeing across the
Barnsley population

Reduced
inequalities in
health across
the borough

Increased
investment in sport,
physical activity and
movement

Greater
awareness of
how to be active
in Barnsley

A strong, connected
and collaborative
partnership
network

Active Communities



By focussing on our communities, we aim to improve people's individual health and impact communities as a whole. We want to bring people together through physical activity and enable our communities to create vibrant and connected places to live. Being active can do so much more than improve physical health, it can develop confidence and self-worth and help people feel connected to the place they live. We know that people living in more deprived areas are more likely to be inactive and we want to reduce health inequalities amongst those on low incomes by focussing our work where it's needed most. Using our data and insight we can identify target audiences for specific support.

Develop a range of physical activity interventions that are needs led and co-produced with target audiences

Be aware of and support those communities that face the biggest inequalities to move more.

Influence and support health and care pathways to ensure that physical activity is used as a tool for improved health.

Ensure that we use the data and insight for both physical activity and the wider determinants to help us focus our efforts.

Capitalise on opportunities to bring inward investment into Barnsley for collaborative projects.

Active Spaces



We want to make it easier for people to access green and open spaces, including local parks. We want to influence policy and decision making at senior level, to ensure physical activity is high on everyone's agenda and built into all policies, strategies, and master planning. This integrated approach will maximise physical activity opportunities so it's easier for everyone to build physical activity into their daily routine. We want to use opportunities to build active travel and physical activity options into our town centre, Principal town developments and our cultural visitor destinations including, Wentworth Castle Gardens and Barnsley Museum sites.

Promote & support the indoor & outdoor assets that Barnsley has to help people to be active.

Develop active travel programmes across the borough to positively experience cycling and walking.

Implement active travel infrastructure across the borough – Town Centre, Principal Towns & visitor destinations.

Improve access to physical activity opportunities in open/green space, including parks.

Implement the Barnsley Playing Pitch Strategy (PPS) and the Local Football Facility Plan (LFFP) actions.

Active Workplaces



Technological advances and the rise in home working have resulted in our workplaces becoming more sedentary. Many people who were previously active during their working hours are now struggling to fit physical activity around and within their working day. It is important employers benefit from a healthy, active workforce and both employers and employees have a greater understanding of how they can build physical activity into their working day. We will engage larger employers including the NHS, Council and private companies and support our small & medium enterprises by working with a range of champions to inspire and motivate.

Advocate and promote the importance of reducing sedentary time in the workplace by encouraging people to move more and take up active travel.

Develop and share a range of resources, good practice examples and advice for workplaces to encourage moving more.

Engage employers to ensure there are opportunities to sit less and move more in the working day including active travel.

Support workplace health champions to promote physical activity in their workplace environments and wider as a lifestyle choice.

Promote and celebrate those workplaces that are going above and beyond to help people move more.

Active Schools & Colleges



We want to support schools and colleges to develop and maintain a positive relationship with being physically active which young people can continue throughout their lives. With a whole-school approach to physical activity from active travel to embedding physical activity within the classroom, schools have the potential to make a significant and long-lasting change to the physical activity levels of young people. Colleges can continue to embed positive messages about physical activity and also deliver training and employment opportunities within the sector.

Embed movement into a whole school approach to reduce sedentary time and encourage moving more as part of the school day.

Provide focussed support to schools to help children who face the biggest barriers to becoming active.

Work with education providers to develop leadership skills and coaching opportunities.

Support primary schools to spend their primary school sport premium funding effectively.

Co-ordinate the Active Schools Network to support ongoing development of the Active Schools & Colleges priority.

Marketing & Communications



It is important that we frame physical activity in a way that is relevant and supportive to the target audiences. By taking a co-ordinated approach to communicating the benefits and opportunities of being more active, we can raise the profile of moving more across the borough. We also understand that for some groups we will need to take a different approach and we will work with partners and groups across Barnsley to ensure that our methods are appropriate for all target audiences. We will build on the momentum created by the What's Your Move Campaign.

Develop an annual communications plan.

Create a portal of information on how to be active in Barnsley promoting the various assets in the borough.

Create & maintain a physical activity presence in the public eye through the What's Your Move campaign.

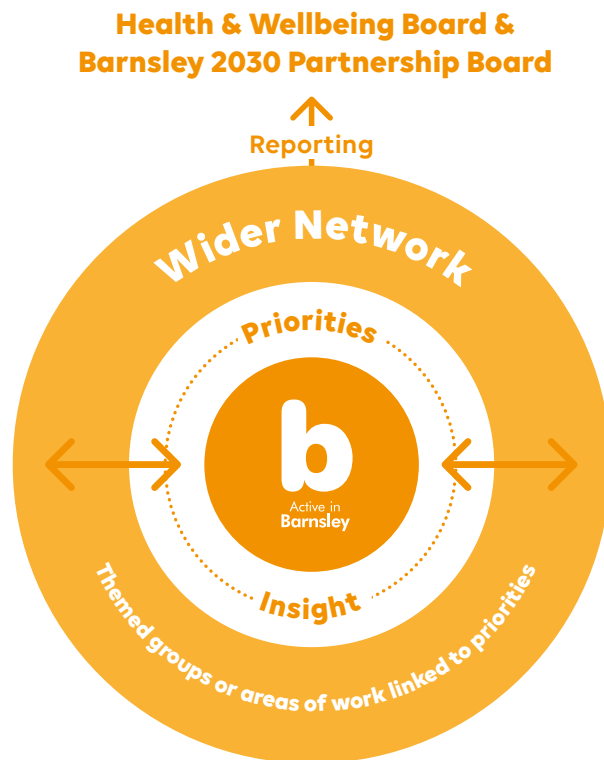
Encourage a collaborative approach to communications across partners and groups in Barnsley.

Develop a What's Your Move Champions Programme.



How will we know we are making a difference?

We need to recognise the time it takes for change to happen and to understand how or why change has occurred. The system of collective activity in sport, physical activity and movement is complex and identifying the causes of improved physical health and mental wellbeing would be too difficult to assess. We have identified our five priorities for action so we can focus our work, advocacy and collaboration into nurturing the conditions and the environment for change to happen.



Active in Barnsley Partnership

The Active in Barnsley Partnership was formed in 2018 to provide focussed leadership and a vehicle for influence and advocacy. The partnership will oversee the work of the strategic plan and its progress. This will also support our commitment to understanding our impact. It will enable us to learn from our efforts and those of others to help influence our future work.

Monitoring and track data

We will keep a running surveillance on the wider determinants and physical activity data to ensure that we see any changes, monitor the partnership priorities against the data and help us to shape future changes in direction.

Evaluate our progress

We will evaluate how our progress as a partnership and wider network against the objectives of each priority. This will enable us to make sure that we are supporting, stimulating and creating the conditions for change in those areas. This will also support our commitment to learning.

Use the Power of Stories

Through our communications campaign What's Your Move, we will capture inspiring stories of people to help others consider being more active. This will help build a picture of how people and our communities are being active in Barnsley to generate momentum towards our vision.

We are Barnsley – How to get involved?

No one approach will increase physical activity levels across Barnsley. The Active in Barnsley partnership will oversee and drive the strategic plan and we would like as many people, organisations and leaders to support our ambition to make it a reality. If you've got a personal or professional interest in improving health through increasing physical movement then get involved!

Check out our website and join our What's Your Move Campaign

➤ www.barnsleywhatsyourmove.co.uk

Interact with us on Facebook and Twitter

🐦 [@barnsleymoving](https://twitter.com/barnsleymoving) f [BarnsleyMoving](https://www.facebook.com/BarnsleyMoving)

Become a What's Your Move Champion

➤ www.barnsleywhatsyourmove.co.uk/get-involved/what-s-your-move-champions/

Contact Stuart Rogers or Laura Allen for further information about Active in Barnsley

✉ Stuartrogers@barnsley.gov.uk ✉ Laura.Allen@yorkshiresport.org

**Spread the
word by talking
about this to your
friends and colleagues**

