

Active in Barnsley 2026-2031

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



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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 partnership feeding 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. In Barnsley, around 40% of our adult population are not active enough for good health. Therefore, in Barnsley we will continue to work together to help all Barnsley residents, especially those who need the most support, to experience the benefits of being more physical active through our vision of:

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. We acknowledge the important role this strategy and physical activity has in complimenting and connecting into wider societal outcomes and ambitions. Therefore, this strategy is underpinned by the 2030 plan and the following strategic work areas:

- Love Where You Live
- Great Childhoods Ambition
- Pathways to Work
- Transport Strategy
- NHS 10-year Plan
- Sport England's Uniting the Movement
- Barnsley's Cultural Strategy

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.



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.



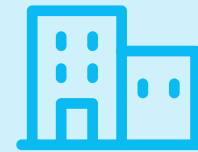
The Environment

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.



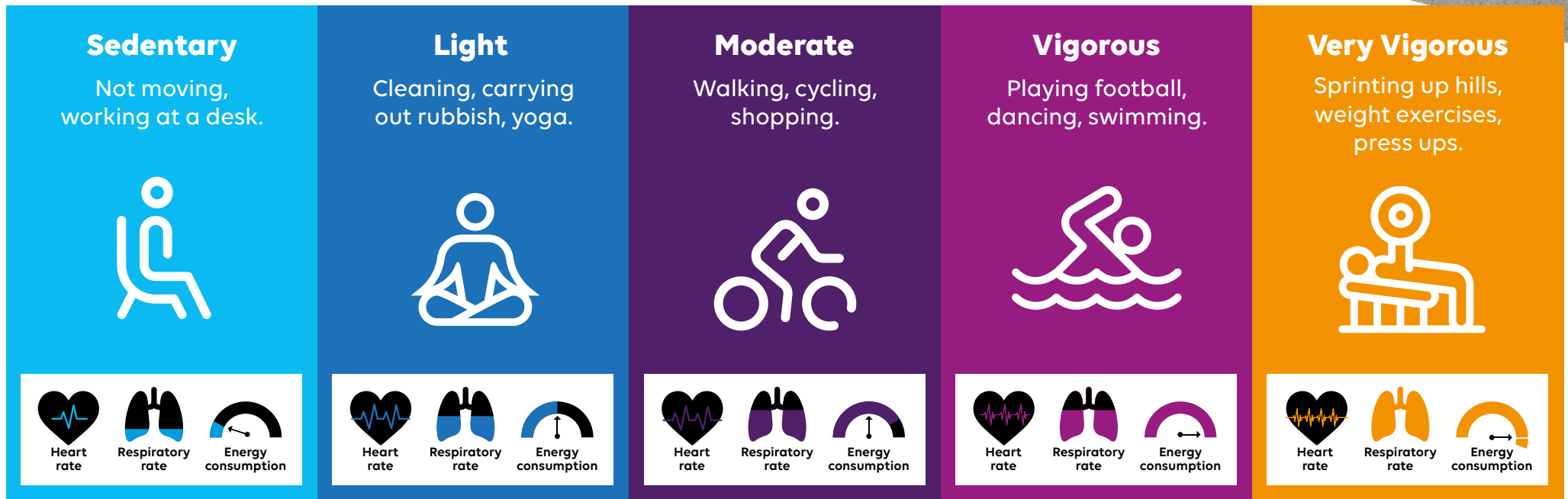
The Local Economy

A healthy workforce means an improved and thriving 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.



Moving More as Part of Our Daily Lives

If we want physical activity levels to increase, it's 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 stairs instead of the lift 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"

Physical Activity Across the Life Course



Understanding Health Inequalities

To achieve our vision, we need to understand how physical activity and movement can be a part of everyday life. We need to understand the diverse factors in everyday life that can act as barriers or enablers to moving more.

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 on people's lives and health behaviours.

Physical inactivity and sedentary behaviour has a significant impact on people's physical health and mental health. Physical inactivity is responsible for one in six UK deaths (equal to smoking) and a risk factor for many health conditions.

Supporting people to be more physically active is essential to a healthy population, and in tackling health inequalities.

Healthy Life Expectancy in Barnsley



Males: 52.9 Years
compared to 61.5 for England average; 58.8 Y&H average



Females: 52.6 Years
compared to 61.9 for England average; 59.3 Y&H average

Inequality in Life Expectancy in Barnsley



Male

Worsbrough
74.7 Years

Penistone East
83.1 Years

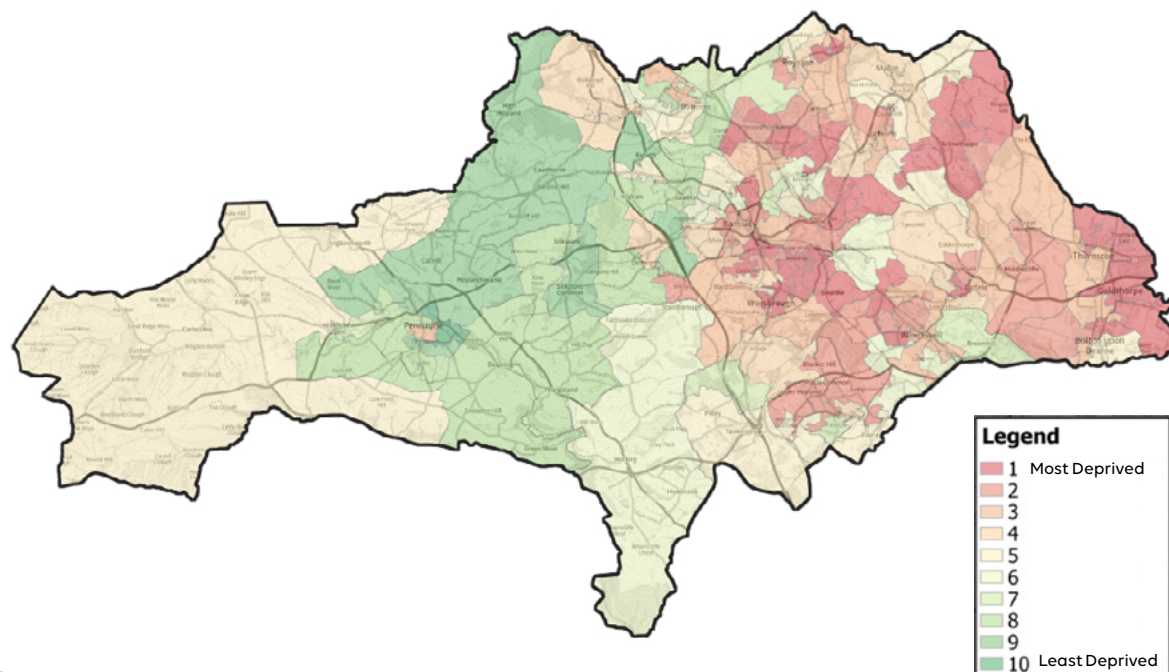


Female

Stairfoot
78.6 Years

Penistone East
86.1 Years

Indices of multiple deprivation



Our Collective Action

Our Vision

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

Our Strategic Themes



**Active
Communities and
Neighbourhoods**



**Active
Environments**



**Active Health
and Care**



**Active
Travel**



**Active Schools
and Colleges**



**Campaigning
for Behaviour
Change**



**Strengthening
the System**

Our Principles of How We Will Work Together

We will work collaboratively
between partners and
with communities.

We will take a proportionate
needs approach to how we
focus our collective energy
and resources.

We will put community
engagement and people at
the heart of what we do.

We will lead and champion
our collective approach using
physical activity as a strength
for better health.

To Achieve

Improving physical
health and mental
wellbeing across the
Barnsley population

Increased Levels of
physical activity and
movement

Reduced Levels of
in activity and
sedentary time

Tackle health
inequalities across
the borough

A strong, connected
and collaborative
network focused on
our vision

Increased investment
in sport, physical
activity and
movement



Theme 1

Active Communities and Neighbourhoods

By focusing on our communities, we aim to enhance individual health and positively impact communities as a whole. Being active not only improves physical and mental health but also boosts confidence, self-worth, and a sense of belonging. We strive to bring people together through physical activity and enable our communities to create vibrant and connected places to live and move.

1.1 Create the conditions across the life course to embed active living into everyday life, routines and activities so that being active is the norm in all neighbourhoods in Barnsley.

1.2 Celebrate and embed active living as part of everyday life for all irrespective of age, race, sex, gender, faith, and disability that is positive and inclusive, creating and promoting opportunities, spaces, places and activities.

1.3 Encourage an asset and strength-based approach to supporting communities where inactivity and inequality is the greatest.

1.4 Implement a variety of projects and interventions, particularly for those people with long-term health conditions and low-income families, to help meet the Chief Medical Officer's recommendations for physical activity.

1.5 Capitalise on opportunities to bring inward investment into Barnsley by working across the physical activity system to join up our collective energy and resources.





Theme 2

Active Environments

The environment that we live, work and spend our time in has a major impact on our health which makes it critical that we support the provision of high-quality sports and recreation facilities, parks and open spaces to enable as many people as possible to enjoy being physically active in safe and inclusive environments.

2.1 Influence the quality and accessibility of community sport and physical activity facilities in the borough ensuring that we take a considered approach to the impact on climate and sustainability.

2.2 Support and implement the recommendations and priorities from the Barnsley Playing Pitch and Outdoor Sport Strategy (PPOSS) and the Local Football Facility Plan (LFFP).

2.3 Maximise the open space infrastructure by enhancing the accessibility, quality, and appeal of green spaces, ensuring they align with local living and placemaking objectives.

2.4 Promote open spaces as essential components of well-connected, walkable communities through programmes that raise the profile of and local access to facilities such as shops, schools, and community amenities.

2.5 Provide support to housing and planning ensuring that developments are planned in a way that supports active environments and helps create healthy neighbourhoods.





Theme 3

Active Health and Care

We want to create an environment that empowers health and social care professionals through training, resources, and support to integrate physical activity into patient care. We will support the integration of physical activity into clinical pathways, supporting workforce health and wellbeing, simplifying pathways for signposting and referrals, and promoting a consistent positive messaging about physical activity.

3.1 Empowering health & social care professionals through training, resources and support to integrate physical activity into care.

3.2 Build physical activity into clinical pathways by focusing on supporting patients to consistently access person centred physical activity that meets their needs.

3.3 Supporting the health and social care workforce to increase physical activity at an individual level to ensure staff develop and maintain their own health and wellbeing.

3.4 Connecting People to opportunities to be active by simplifying pathways and processes for signposting and referrals.

3.5 Embed the Whats Your Move campaign and resources to develop a consistent positive message promoting physical activity across the health and social care system.





Theme 4

Active Travel

Working in partnership with key stakeholders, we aim to make walk, cycle, wheel the natural choice for travel. By raising awareness of opportunities within community, workplace, and residential settings, we strive to enhance access, increase awareness, and boost confidence in active travel.

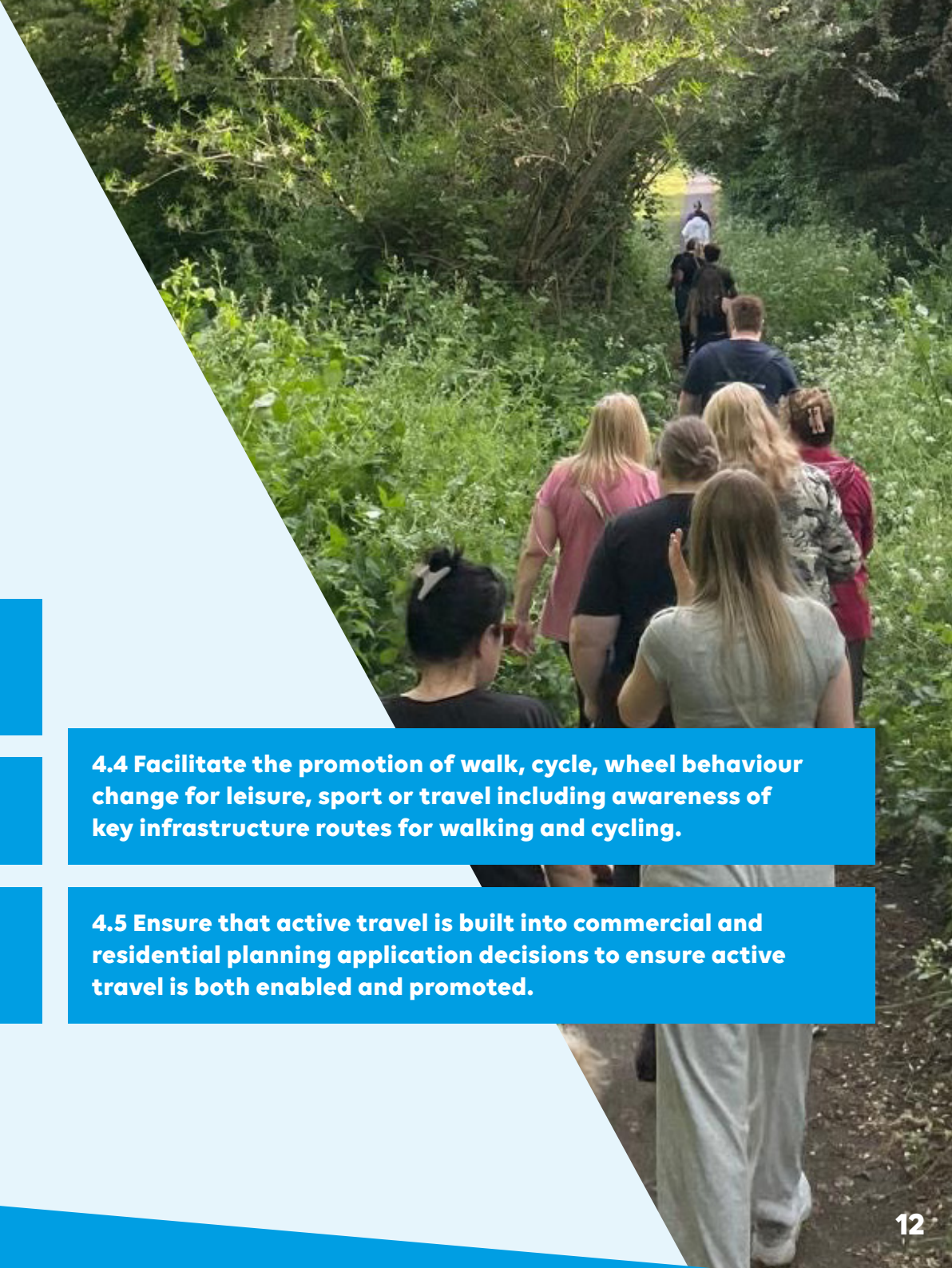
4.1 Create and implement a range of behaviour change programmes that enable people to walk, cycle, wheel as part of everyday short journeys or leisure activities.

4.2 Facilitate support across the life course to enable people to use cycling as leisure, sport or travel activities.

4.3 Support the development of infrastructure that connects communities and neighbourhoods to places of work, leisure and recreation created through meaningful engagement.

4.4 Facilitate the promotion of walk, cycle, wheel behaviour change for leisure, sport or travel including awareness of key infrastructure routes for walking and cycling.

4.5 Ensure that active travel is built into commercial and residential planning application decisions to ensure active travel is both enabled and promoted.





Theme 5

Active Schools and Colleges

We aim to help schools and colleges foster a positive relationship with physical activity that young people can carry into adulthood. This includes improving access to high-quality physical education, supporting active travel, and connecting schools with community activities, while ensuring the schools and pupils that need the most support receive it. We will strive to enable every young person in Barnsley to build a lifelong relationship with active living for better health and attainment.

5.1 Facilitate the Active Schools Network to support the improvement and embedding of high-quality physical activity, physical education and physical literacy through the education sector.

5.2 Embed physical movement into a whole school approach through a universal and targeted support package that reduces sedentary time and encourages moving more as part of the school day.

5.3 Strengthen the links between schools and local activity providers and clubs to support the transition from school to community activity to support the Chief Medical Officer's recommended levels of physical activity.

5.4 Work with education providers to develop leadership skills and coaching opportunities to develop life and employability skills for the future.

5.5 Support primary schools to ensure the education sector has a sustainable and knowledgeable workforce that champions movement as part of everyday school and community life.





Theme 6

Campaigning for Behaviour Change

It is important that we frame physical activity in a way that is relevant and supportive to our target audiences and within the spaces that the Active In Barnsley network members operate. By us all being champions of physical activity and campaigning for behaviour change we will help share how physical activity can support many wider societal outcomes. We will take a co-ordinated approach to communicating the benefits and opportunities of being more active helping to raise the profile of moving more across the borough underpinned through our collaborative What's Your Move Campaign.

6.1 Create an annual approach to sharing the Whats Your Move message showing the contribution of the partnership partners and demonstrating the benefits of being more physically active.

6.2 Create opportunities for the Active in Barnsley network to share the Whats Your Move message and the progress that we are making towards our vision and outcomes.

6.3 Facilitate community engagement that helps to understand the barriers and enablers to physical activity to help co-produce solutions to enable more people to become more active.

6.4 Develop a What's Your Move Champion Programme to help campaign for behaviour change and spread the message of being more active so that many more people can feel the benefits of better health through moving more.

6.5 Amplify community voices and local storytelling to show the ways in which people in Barnsley are being physically active showcasing a range of examples that will resonate with audiences.





Theme 7

Strengthening the System

A whole system approach to physical activity considers the interconnected factors that influence physical activity behaviour. Our approach recognises that physical activity is shaped by environmental, social, economic, and policy factors. It involves collaboration across people, partners, and sectors such as health, education, transport, and community organisations to influence policy and create the right conditions for change.

7.1 Develop effective governance arrangements to ensure clear accountability for strategic implementation of our strategy.

7.2 Work collaboratively across the Active in Barnsley partnership, its subgroups and the wider partner network to align physical activity to wider key strategic themes such as Love Where You Live, The Great Childhoods Ambition and the Barnsley 2030 plan.

7.3 Align priorities and shared outcomes across Barnsley, utilising expertise across all sectors to embed physical activity into local decision-making and place-planning to strengthen joint investment propositions.

7.4 Develop the workforce by enabling learning, development and leadership opportunities across the partnership to increase the understanding of physical activity's contribution to better health and prosperity.

7.5 Establish robust evaluation systems and data tracking to monitor, learn and evaluate the process and impact of implementing the strategy and its influence on communities.



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

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

Contact Stuart Rogers or Nathan Barthrop for further information about Active in Barnsley

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✉ Nathan.Barthrop@yorkshiresport.org

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

