Introduction

The 2012 Olympics and Paralympics inspired millions throughout the world with a mixture of individual and team brilliance.

It falls to the talented individuals and organisations involved in sport and physical activity to take advantage of this great opportunity and give local people a legacy they deserve.

The Strategic Framework for Oxfordshire sets out how we can upscale and enhance the great individual work of partners and get thousands more individuals more active by 2017.

What do we mean by sport and physical activity?

The sport, active recreation and physical activity covered by the Oxfordshire Strategic Framework is shown in diagram 1.
Why is sport and physical activity important?

For many sport and physical activity are inherently enjoyable and worthwhile, hence the millions who take part and volunteer their free time. Yet in order to make the case for scarce public funding or resources then additional outcomes will be required.

Research indicates that sport and physical activity can deliver benefits across a wide range of issues such as:

- Crime reduction and community safety
- Economic Impact and regeneration of local communities
- Education and lifelong learning
- Health and wellbeing and psychological health and wellbeing
- Social capacity and cohesion

We will impact on all these issues but place a particular focus upon impacting on Health and Wellbeing as an outcome, not least because:

‘It is estimated that the direct and indirect costs of inactivity in the UK total £20b a year. ‘Moving More Living More’.

UK Government 2014.
Strong evidence shows that physical inactivity increases the risk of many adverse health conditions, including major non-communicable diseases such as coronary heart disease, type 2 diabetes, breast and colon cancers, and shortens life expectancy. ‘Lancet 2012’ The same study highlighted how inactivity is responsible for 17 per cent of premature deaths in the UK every year and shortens the lifespan by three to five years.

What is the scale of the problem in Oxfordshire?

In Oxfordshire according to the National 2014 Active People Survey http://www.sportengland.org/research results:

• 116,943 people aged 16 years and older in Oxfordshire are termed sedentary
• 207,307 are not doing the recommended weekly activity by Department of Health
• 372,090 are doing less than 3 sessions of 30 minutes sport or active recreation
• 1254 premature deaths per year in Oxfordshire with a minimum cost to Local Authorities in Oxfordshire of £14million per year

Why do we need a Strategic Framework for Sport and Physical Activity within Oxfordshire?

The need for an Oxfordshire Strategic Framework for Sport and Physical Activity can be summarised as:

• It provides an evidence based justification for the deployment of increasingly scarce resources Countywide
• It reduces the fragmentation inherent within the sports and physical activity sector
• It provides a vision and direction based on partner shared priorities for more efficient and effective joint work
• It aims to produce better results within Oxfordshire. i.e. Since Oxfordshire’s first Strategy for Sport and Active recreation was launched in November 2006 we have moved from the 30th area in England for participation to the 4th, securing over £9 million for the County*

It is therefore our view that taking a strategic approach to the development of sport and physical activity within the county is one of the key success factors in increasing participation in the county.
What is the consultation, evidence and need that have informed the Strategic Framework?

The Strategic Framework was initially developed during 2012 and revisited and refreshed in 2014/15. Consultation and research included desk top research into national and local strategic context, in depth telephone interviews with representative sample of partners/board, on-line consultation with all partners and stakeholders, workshops with Physical Activity Group, workshop with sample of partners and stakeholders, consultation at Annual Conference and Network days, data analysis and key strategic issue paper, Board strategy group.

How will the Strategic Framework be implemented?

The Framework and Oxfordshire Sport and Physical Activity will only be successful if enough partners and stakeholders are influenced to align their own plans and work together where appropriate to implement.

Like any behavioural challenge such as reducing obesity and smoking, increasing participation in sport and physical activity is difficult. Best practice advises that a collaborative approach is best that utilises the skills and resources that exist in Oxfordshire. All led and well governed by a Sports Board with the right skills, leadership qualities and partner representation to lead the partners.
An annual delivery plan will be agreed and monitored quarterly by the representative Sports Board with partners and stakeholders involved in its annual creation, updating, delivery and monitoring via the Network Days and Network Groups.

**Strategic fit**

The Strategic Framework balances the national, local and civil society’s needs

Oxfordshire Strategic Framework

![Diagram of Oxfordshire Strategic Framework]
Oxfordshire Strategic Framework

**2013 - 17**

**VISION**
‘Oxfordshire to be the most physically active county in England by 2017’

- Key Destinations from 2013 to 2017*

  - 35000 More people doing 150 mins per week*
  - 17500-35000 People no longer inactive**

**Oxfordshire’s Strategic Priorities**
key objectives to achieve the destinations and vision

- Ensure that all children enjoy an active start in life and continue their participation in physical activity and sport into adulthood
- Help people to live longer and more healthy lives by ensuring sport and physical activity becomes part of daily life
- Narrow the participation gap for those who are underrepresented in sport and physical activity
- Develop better team work, strong and shared leadership within Oxfordshire
- Grow resources and improve efficiency across the sport and physical activity sector
- Understand and respond via high quality services to the needs of participants and partners
- Improve the capability and capacity of individuals and organisations working or volunteering

**Led and implemented by Oxfordshire Sport and Physical Activity**

Oxfordshire Sport and Physical Activity purpose:
‘Work together to improve people’s lives by growing participation in physical activity and sport’

Key: * Public Health Outcomes Framework ( **to be confirmed by Strategic Physical Activity Group as to what partners can achieve)