

Our Decade Of Moving



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Our Decade of Moving

Creating & telling our story

Stories are an incredible way to describe, visualise and support change. We have two to create and tell.

1

Working together is key

We have a better chance of succeeding when our incredible services, organisations and people work together.

2

Our city of leaders

We are a city of people who care. We have leaders everywhere. This leadership - quiet or loud, formal or informal - is exactly what we need.

3

Super local

If we enable change to start close to home, by focusing on the super local, we will strengthen the foundations for city-wide transformation.

4

Embracing our strengths

Across Newcastle, there are countless amazing things - people, places, services, and spaces. They all have a role to play.

5

Making the most of our health interactions

Ensure that movement and activity is woven into the fabric of our health systems and conversations.

6

Welcome

OUR INTRODUCTION

This new strategy is an open invitation to individuals, communities, organisations, and leaders across Newcastle, to come together and play a part in building a more active, healthier, and more equal city.

The strategy is a tool to connect us and invite people in to discuss movement and activity; it is not owned or led by any single organisation - it has been co-created by a cross-sector, city wide, steering group – and we want more people and organisations across the city involved to make a real change.

This strategy talks about ‘we’ a lot and by ‘we’ we mean all of us – every single person who lives in, works in, and cares about the future of this amazing, inspiring city.



We are a vibrant, diverse city of around **300,000 residents**, where **over 140 languages** are spoken.

We are a city of growing potential, with both younger and older populations, and a rich mix of communities and cultures. However, we are also a city facing deep and persistent challenges. Over 20% of our people live in the 10% most deprived areas of England, and health outcomes, life expectancy, and access to opportunities differ significantly depending on where you live.



We are a city with a proud heritage rooted in people and collective effort. From shipbuilding to mining and industrial innovation, the city's story has always been one of collaboration, resilience, and shared purpose. Today, those same values drive our ambition to create a city where everyone, regardless of age, background or ability, has the opportunity to play, engage in active recreation, and move more in a way that they enjoy and works for them.

This is because the health and wellbeing benefits of being active are widely documented and understood, including preventing, reducing and helping to manage chronic illness, improving mental health, extending healthy life expectancy and reducing the need for health and social care support.

WHEN IT COMES TO MOVING MORE IN NEWCASTLE:

- ❑ **One in three adults** do not meet recommended activity levels *(See Box 1)*
- ❑ **Children and young people** experiencing greatest challenges, often face greater barriers to being active
- ❑ **Disabled people, older adults and people with long-term health conditions**, are less likely to be active, despite often standing to benefit the most

This strategy is grounded in the present and looks confidently to the future. At its core, our strategy builds on what is already strong. It aligns with key developments already shaping the city, including our work through Core Cities Sport England, and our ambition to become a Sport England Place Partner in 2026/27. It connects closely with wider strategic work, such as the Local Plan, the **Movement Strategy**, the Built Facilities Strategy, and the Playing Pitch Strategy, ensuring a joined-up approach across policies, partners and people.



**PHYSICAL ACTIVITY
IS DEFINED AS
ANY MOVEMENT
WHICH RAISES YOUR
BREATHING RATE. UK
GUIDELINES SUGGEST:**



**Adults
19+**

At least
150 mins/week



**Children
& Young
people 5-18**

Average of 60
mins/day



**Children
Under 5**

At least 180
mins/day

* Inactivity is less than 30 mins/week

■ Box 1

Our strategy recognises that the challenges we face are complex. They cannot be solved by isolated interventions or short-term fixes.

Addressing stubborn inactivity challenges requires a whole-Newcastle approach, where we focus on everyone being able to be more active, not just a few of us; one that reflects the real lives and experiences of the people who live here.

We are rich in opportunity. We have parks, schools, open spaces, active travel plans, community and faith centres, Family Hubs, and community-led organisations that do and can all play a role. Most importantly, we have people - residents and professionals - who care deeply about our communities and are ready to help shape change.

We have identified six focus areas where we believe our collective energy can make the greatest impact. These are the stories we want to tell, the connections we want to strengthen, and the actions we believe will drive sustainable change:

- Creating and telling our story
- Working together is key
- Our city of leaders
- Super local
- Embracing our strengths
- Making the most of our health interactions

Together, these six form the foundation of a strategy that is rooted in reality, places an explicit focus on supporting those people that face the biggest challenges, and is uniquely Newcastle.

**We invite you
to read on, reflect,
and explore actions
you could take.**

**We invite you to explore how we can make
small or even ambitious changes in the
way that we live, work, and play, to help
make movement a part of everyday life.**

**We invite you to be part of co-creating a
city where movement is part of everyday
life; it will take all of us – neighbours,
colleagues, organisations - working
together; the Newcastle way.**

Join us?



CREATING & TELLING OUR STORY

Creating and telling our story

Stories are an incredible way to describe, visualise and support change. Stories are a key part of creating social movements and developing momentum, and we have two powerful stories of Newcastle to create and tell—both are rooted in our communities, our people, and our places.



THE FIRST STORY IS ABOUT WHAT IT REALLY MEANS TO BE ACTIVE.

We want to broaden, perhaps change, understanding and show that activity is about everyday movement, whether that's getting from A to B, or taking some time for yourself. According to the World Health Organisation, *“physical activity is any movement that uses energy”*.

That could be: walking to the shops, school or library; dancing in your kitchen; gardening or doing the housework; lifting your toddler or playing with the grandkids; buggy walks or a seated exercise session; kicking a ball around or going for a jog in the park. It includes structured activity too, like exercise classes and sports, but the heart of our story is it all counts.

This story should help – families, young adults, working adults, retired neighbours, everyone - living right across our city, to see how being active fits into their lives already, and how small changes can make a big difference. Our story needs to include and share examples from local people with different life experiences who are moving more in their daily lives; why and how they move more.

Whether it's “doing just enough” or going “from nothing to something,” we want people to feel encouraged and empowered to play, engage in active recreation, and move more, in ways that they enjoy and work for them.



OUR SECOND STORY IS FOR THE PEOPLE SHAPING THE CITY - THOSE DELIVERING SERVICES AND WORK IN THE CITY WHO CAN HELP CREATE CHANGE

We want to help decision-makers and practitioners alike understand how they can take advantage of the vital role movement plays in health, happiness, social connection and community life. We all need to do things differently, to really tackle this complex inactivity challenge across the city, but we need those who hold decision-making power to be moved enough to weave activity into their work in meaningful, lasting ways. Equally, we want to hear and learn from one another's stories of coming together to make change.

These stories should come to life in our own words and be supported by real images of local people being active across Newcastle.

These stories are already in motion. For example, the Council is building on momentum through it's 'Health in All Policies review' and our shared journey to become a Marmot City. But we all need to build on this work and create stories, across organisations in the city, that help people to move more.

We need to ask ourselves:

Who else connects with our people every day?

Who else can help make movement a natural, easier part of daily life?

Everyone has a role to play—and this is your invitation to be part of the story.



WE CAN START BY....

- ☐ Co-designing a strapline for what being active in Newcastle means for people
- ☐ Collaborating with local people to bring their stories of movement to life through a range of visual, audio and written tools.
- ☐ Explore telling stories about family life and activity in Newcastle, for example new mums and parents, and young people around exam periods
- ☐ Using the Marmot framework to do a sector wide focus on physical activity.
- ☐ Exploring how we can work with our city's services who interact with people, to help them understand activity e.g. suggested first sectors to explore are early years settings, those seeking work.

As we refine on our stories, we need to own them together and be able to tell them together, across the city.

So, what could your story of change be?



Working together is key



Working together is key

Tackling something as big and complex as inactivity is not easy. It's messy, and full of moving parts. But we also know we are an incredible city of people who care and contribute – and we stand a better chance of succeeding in this complexity when services, organisations and people work together.

Experience from other cities like ours, and from our own efforts across Newcastle, shows us that when you're working in complexity, you need people around you. You need others to lean on, share ideas with, and help you keep going when things feel tough or uncertain.

In terms of activity – we have loads of great things across the city – so right now it's not about more services or activities; it's about better connection between us; shared goals and contributions; doing alongside and together. More conversations for greater collaboration, deeper joined-up thinking and doing.

We already have some strong connections across the city - examples of teams and organisations working together in ways that truly benefit local people. For example, in our Active Travel Forum, our Holiday Activities & Food (HAF) work, and through our Health & Wellbeing Board which connects our anchor organisations. But we need this kind of collaboration to happen everywhere - across sectors, neighbourhoods, and decision-makers, making the most of opportunities like our Local Plan and our Movement Strategy.



We also know that through deeper connection and working together, we build trust. And trust is the foundation for lasting change, we've seen this recently through active recovery and others so we know we can do it.

Our connections need to be safe spaces, that are equal in terms of voice and power, are supportive, and accountable to each other.

The evidence also tells us that collaboration is essential for shifting the dial on inactivity challenges. It helps create the conditions where being active becomes easier, more inclusive, and part of everyday life for everyone. We need to keep working together so that we are not creating competition, but instead looking for opportunities to collaborate and share resources, to serve more local people

So, we need to explore how to deepen relationships between organisations, and between the people within them. Because stronger relationships lead to better ideas, shared resources, and more opportunities for action.

We want to build and strengthen networks - spaces where people can connect, learn, and support each other. Spaces that are free from hierarchy with no formal power structure. Networks where we can collectively ask, what's working, what's getting in the way, and how can we move forward together. These are powerful questions for us to ask across the city, and figure out opportunities for change, together.

This focus area – *working together is key* – is a lynch pin in shaping what we will achieve together. It is so important.

WE CAN START BY....

- As a collective, map our connections between people, services and organisations across the city. Helping us to understand our network.
- Establishing opportunities to strengthen the network - to deepen connection and energy around activity.
- Looking to apply a system mapping technique to understand what the opportunities to create change are, around activity levels for communities.

To really build trust and collaboration across the city's services and organisations, it is going to take leadership from all of us.

So, who could you talk to, collaborate, or connect with?



Our city of leaders



Our city of leaders

Our heritage shows we are a city of people who care. People who show up and work hard. People who go the extra mile to support their communities. This is going to be critical when we are working with movement and activity across the city.

We have leaders everywhere; in our streets and neighbourhoods, as well as in our services and organisations across the city. This leadership - quiet or loud, formal or informal- is exactly what we need when we are tackling complex issues like inactivity.

We need to recognise and appreciate the people who already do, and others who might want to play a greater role, and help them, support them and nurture them.



We need to grow our own people's confidence, skills and capabilities to lead this change in activity across the city – whoever they are, wherever they are, and whatever role they hold. We will invest in people as leaders across the city – and prioritise investing in those neighbourhoods with the greatest challenges:

From local people living in their neighbourhoods or peers offering support



And volunteers and officers on the ground supporting their communities



To employers and team leaders in every sector working with staff to rethink how activity fits into their organisation



And senior decision-makers who shape the city's policies and priorities.



Everyone has a role. Everyone has something to bring. Everyone is equal.

It is key to explore how we add meaningful capacity to this work – respecting people's current time and commitments - from people already embedded in communities to those who work within our city's services. This might mean developing new leaders, supporting current leaders, developing peer networks, or creating time and space for people to lead in ways that feel right to them. This may also mean helping people to see themselves as leaders, and that they do and can have a vital role to play.

Our city of leaders and the ways of working we develop, can apply to any challenge our city faces. We need our people to lead, and therefore we need to invest in a stronger, more connected Newcastle. A city where movement and activity is not done to people, but with and by them.



WE CAN START BY....

- ☐ Exploring opportunities to strengthen our leadership skills and confidence together.
- ☐ Identifying support and training needs for local leaders and local people who want to become leaders, to help them understand and work to create change across the whole city.
- ☐ Establishing peer support and collaboration opportunities across the city for people within services and organisations, to support their thinking and work on movement and activity.

We will particularly need leaders at a super local level – to champion their neighbourhoods, design solutions, and care about the present and future of their streets and neighbours.

So, who could you help to empower or support?



Super local

4

Newcastle is not a single, uniform place. It is a vibrant city made up of **26 distinct wards and hundreds of neighbourhoods, where more than 140 languages are spoken.** This rich diversity of culture, history, and identity shapes the city's unique character and future direction.

To bring about meaningful change, particularly in building healthy and sustainable communities, we need to work at a super local level. That means engaging with communities in a way that is deeply rooted in their place, almost street by street. We have vibrant communities who are brought together through their shared experiences and identities - for example our visible recovery community - who have their own kind of super local. While this approach can be hard, it presents a fantastic and vital opportunity to tailor our efforts, respond to local needs, address inequalities and build stronger, more inclusive solutions.



Movement and activity happens where people live their lives, in homes, on pavements, in back lanes, parks, and playgrounds. People tell us they want places, super local to them to come together and connect. This is especially important to those with fewest resources and those who find it hardest to travel away from home for a variety of reasons. Recognising this, we need to place emphasis on our shared open spaces. Meaning people can come together close to home for activity, movement and social connection in a way they enjoy within the complexities of daily life.

We can build on existing strategies and initiatives such as Park Life Hubs and the **Play Space Plan**. By developing specific, time bound, test and learn projects at a neighbourhood level, we can understand what approaches work best in different settings and communities. These insights will inform a wider city working that is locally driven, equitable, and sustainable, for Newcastle.

There are some early ideas to explore as test and learning projects.

These could focus on:

Our approach to parks

using a park(s) in areas of greatest need, explore how services can better work together to make our park(s) more appealing, accessible and safe for activity purposes.



Our local infrastructure e.g. paths, lighting, benches, school access

what approaches can we try and what do we prioritise in terms of improvements and repairs and making safe routes, to make positive impacts on people's health and health inequalities?



Working in this way allows us to respect and respond to the specific needs of our neighbourhoods and together build solutions that reflect the lived experiences of communities which help to tackle local inequalities. If we enable change to start close to home, by focusing on the super local, we will strengthen the foundations for city-wide transformation.

WE CAN START BY....

- ❑ Establishing a method(s) that enables communities to tell services and decision-makers, what is important to them. Then to develop and embed a culture of codesign and delivery that keeps communities involved with/leading the work at every stage.
- ❑ Developing a test and learn project to create a whole system approach to parks, in our neighbourhoods facing greatest challenges; with learning embedded and then shared.
- ❑ Developing a test and learn project with streets and their infrastructure, in our neighbourhoods of greatest challenges; with learning embedded and then shared.

By working at this super local level, we will also become more aware of all the fantastic things - our parks, streets, schools, community centres, community leaders, and locally trusted organisations – that we already have in our communities and how we can make the most of these.

So, where does movement and activity happen in your local area?



Embracing our strengths





Across Newcastle, there are countless amazing things - people, places, services, and spaces – that can contribute to the level of activity of local people. However, many of these amazing things are not always recognised for their potential. Some are underused and others are not seen as part of the movement and activity picture. They all have a role to play.

Through our developing Built Facilities Strategy for the city, we know the city has nearly as many community spaces where activity takes place, as we have traditional activity places. For example, our Wellbeing Hubs, places of faith and community centres and green spaces.

To increase levels of activity across the city, we need to broaden our thinking. Movement and activity can be supported and encouraged in schools, faith settings, Family Hubs, parks, community centres, libraries, workplaces, and in day-to-day conversations with trusted local people like social prescribers and voluntary and community sector organisations.

Many of these are not what we would traditionally call activity spaces or connections, but they hold huge potential, not least because they are often at the heart of those communities facing greatest inequalities, where many people find it harder to access traditional activity spaces & opportunities. With collaboration to better use, support and promote these opportunities, they could become powerful enablers of more active lives, especially as we build trust and champion each other more.

THE AMBITION IS THREEFOLD:

Build awareness

of what already exists across the city so that people know what is available, and where activity could happen.

Reimagine & repurpose

spaces and roles in creative ways to embed movement more naturally into people's daily lives.

Recognise & value

the contribution these assets already make even if they were not originally designed with activity in mind.

We want people and organisations to see the part they can play. Whether those people develop and decide policy, manage physical environments, shape an organisation, education setting or a setting where people come to connect, or have individual interactions with people that influences their thinking and actions – we need all of these, we need to find the people in these roles, and we need to make the most of these opportunities for change.

This might mean opening a room, repurposing spaces, or considering activity implications in policy developments. We do not think we need to create new things or activities, but we need to reimagine/ imagine differently with what we have, to repurpose to make a change.

By better connecting and making the most of what we have, we can strengthen the foundations for a more active city. This approach is about seeing the potential around us and helping it flourish.

WE CAN START BY....

- ☐ Exploring ways to embed movement and activity opportunities within existing spaces, such as community centres, faith settings, Family Hubs etc across the city.
- ☐ Understanding how we can make better use of our school facilities across the city.
- ☐ Establishing a time-defined test and learn project to embed movement and activity programmes into local faith settings, with deliberate testing and learning.

By making the most of what we have, we hope to make a genuine impact on the health and wellbeing of our communities. This also means partnering with our colleagues in health, who are also striving for better health and wellbeing, so we can work collaboratively towards our shared goals.

So, what could you do differently to make things even better?





Making the most of our health interactions

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Throughout our lives, we all experience moments where we come into contact with healthcare services - during routine check-ups, treatments, life transitions, or moments of crisis. These interactions matter. They are often built on trust, credibility, and care. And they represent powerful opportunities to encourage and support activity in a way that is timely, relevant, and meaningful.

In Newcastle, we have seen an increase in the prevalence of long-term health conditions in recent years, such as Type 2 diabetes, cardiovascular disease and mental health conditions including alcohol dependence. With increasing numbers of people living with more than one condition. This places increasing pressure on our health service and our local economy.

We know, however, that movement and activity can prevent illness, support recovery, help with the management of long-term health conditions, and improve mental wellbeing. So it makes sense that our health system in Newcastle continues to play a key role in helping people to move more.

At the same time, we're navigating a shifting political and health landscape.

Across the country and here in Newcastle, we are seeing big changes:

- ☐ **A renewed focus on prevention**
- ☐ **More care delivered in communities**
- ☐ **The emergence of neighbourhood health centres and local hubs**
- ☐ **National campaigns promoting active lifestyles and healthier choices**
- ☐ **And a broader ambition to give communities more control over their own health**



The NHS 10-Year Plan, and other regional and local reforms, reflect this shift. They highlight the importance of addressing the root causes of ill health and inactivity is a key piece of that puzzle.

We need to ensure that movement and activity is woven into the fabric of our health systems – prioritising those neighbourhoods with greatest level of need - and that we make the absolute most of activity as a tool for better health. We need to work in close collaboration with our health system colleagues to do this.

This means:

- ☐ **Embedding movement and activity into care pathways**
- ☐ **Raising awareness of the benefits of movement and activity within the healthcare workforce**
- ☐ **Making movement a natural part of person-centred connections between health professionals and the people they support**
- ☐ **Identifying key ‘touchpoints’—moments where advice and encouragement around movement could have the biggest impact**



We are already seeing promising examples of this integration approach in Newcastle and beyond; so it can be done. To continue to move forward and with pace, we need to understand where we are:

What health-related conversations are already happening around activity across the city?

Where are the gaps, the barriers, and the opportunities?

Which teams, services, and pathways could be in support of this deeper collaboration?

We have an opportunity to make every health interaction across the city count towards empowering people to move more.

WE CAN START BY....

- ☐ Identifying key health services where activity can have a big/ bigger role e.g promoting active ageing, pre and post operative recovery, respiratory and mental health support etc.
- ☐ Building on the work, insight and strides made in the Actively Recovering work. Exploring if this be further embedded, scaled, widened, expanded into other service areas etc.
- ☐ From here, identifying some test and learn opportunities to embed more activity into those health services – and continue to scale where possible.

So, how could you encourage conversations in health settings about movement and activity?

**How
will we
know
if its
working**



How will we know if it is working?

We know that this strategy may feel like a different way of working and perhaps bring some uncertainty about how will we know if it is actually doing what we hope.

Being brave

The strategy moves us from focussing on what has happened through things like KPIs, number of sessions etc, to how things have happened – what is it that makes a difference, and how and why change happens.

This may feel unfamiliar, but we need to be brave – In the same way this is a different way of working, we need to evaluate and learn differently too. We have started doing this in small pockets across the city, which we hope to learn from and build upon.

We will try things and fail. This is OK.

We will learn from this. We will try again, and as we learns what works, we can look to scale. What is most important is that we learn and share not just what works but why and how.

In Newcastle, we are not alone in terms of shifting our approach to tackling inactivity; nor are we alone in working in the complexity that this brings. We are part of a network of other places across England – trying to work differently to tackle this challenge. So, there is lots we can use from other places involved in this way of working too. Equally, being part of this network means we will all help and support one another in our learning about change.

Learning together across the city

Our learning to date has shown us that we need to create the time and space and the tools that support us in figuring out – what is actually changing and why.

We can do this by:

- ☐ Championing a culture of continual learning from the outset.
- ☐ Building on the wealth of great data, insight and knowledge we already hold, for example in our Joint Strategic Needs Assessment for Physical Activity.
- ☐ Creating a safe, equal and inviting space for learning to happen and where trust and connection can build.
- ☐ Sharing as much about what does not work and why, as we do about what does work.
- ☐ Ensuring that learning is ongoing and used to inform decision-making.

Telling our story of change

We know from various evidence-based sources, that there are things we can use, that will tell us if things are moving in the right direction. Striking this balance between stories of change, qualitative information about how and why changes are happening, and quantitative data.

We will look to create and use:

- ☐ A logic model for movement and activity across Newcastle.
- ☐ Specific tools to help us explore our established and emerging ways of working towards the six themes of this strategy.
- ☐ Understanding and strengthening our connections and collaborations across the city. Information that is actively reviewed and updated, to show changes and shifts in how the city is connecting – differently, better, worsening.
- ☐ Stories of significant change. These capture impactful narratives that illustrate personal, social, or organisational transformations. Storytelling is a great tool for us to use, to demonstrate change.

Built in to our measurement will be the desire to understand the impact that being active can have on a range of areas that our residents tell us are important, such as a healthy start in life, reduction and better management of long-term health conditions, quality employment, and greater inclusion for the 1 in 5 of our residents who have a disability. Our measurement approach will align with our commitment to being a Marmot City.

Our measurement approach will likely change and evolve over time, as we learn what we need to tell our story of change in Newcastle. But what will not change, is our desire to create a positive culture of learning, reflecting and evaluating. We will do this like we do everything - together.

So, what can you do to help this journey of understanding change in Newcastle?





So, what now?

Thank you for taking us up on the invitation, to find out more about this work. We need you!

The cross-sector steering group for this strategy are a strong foundation from which we can build. They have got us to this important point. In terms of what now, we ask that consider how you can help shape our story of moving in Newcastle?

You will be able to play a role in helping people move more.

For us as **individuals** we could think about how we could move more and increase our own activity levels. Is there something we could change in our daily lives, that mean we could be more active. How could I support my family and friends to move more.



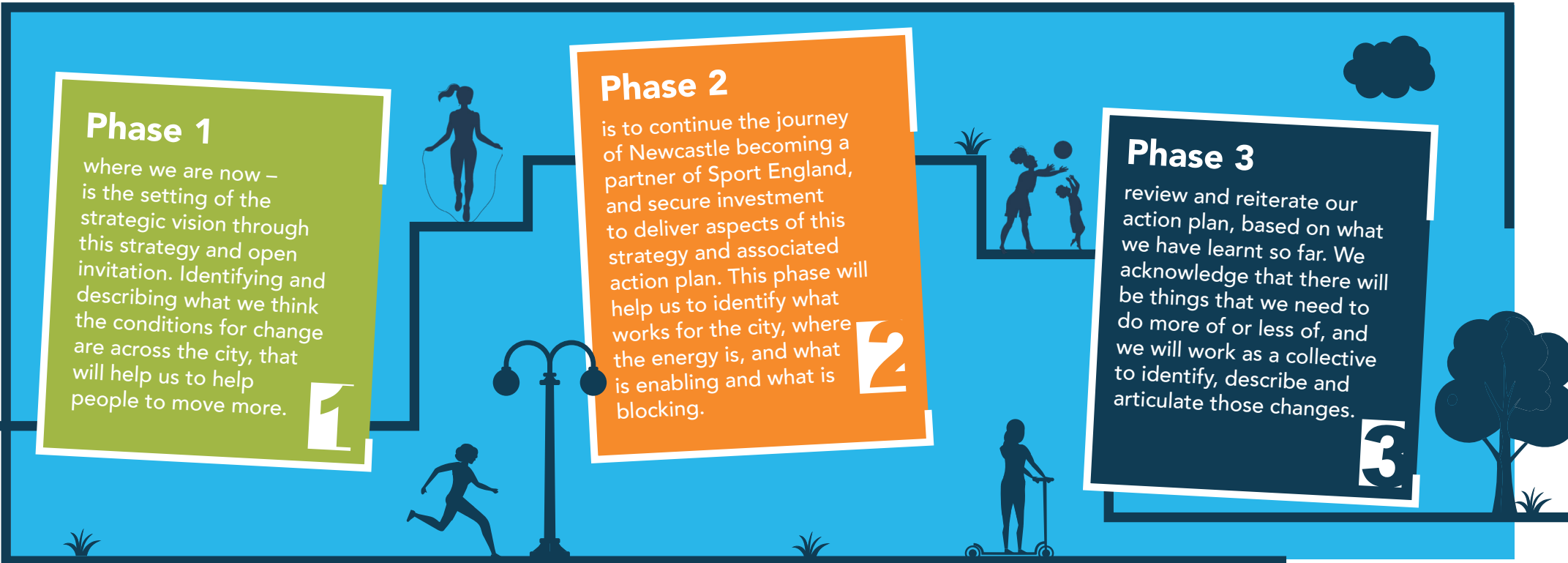
As an **organisation** we could consider how the organisation can embed movement into our services or ways of working. What options exist for us to do this. Who could we connect with to help us. Could we be part of this collective push to help the city move more.



As a **collective of people**, services and organisations leading in the city, we could proactively engage in this developing conversation and collective action around helping us all to move more. Perhaps you would be happy to natter with us. Please contact ourdecadeofmoving@newcastle.gov.uk



We see this invitation to come together and play a part in building a more active, healthier, and more equal city, as three phases.



Accompanying this strategy, is an action plan. This is a document to help the cross-sector steering group and us all, to identify where we will start. These actions are grounded in reality. So, they hopefully feel like actions that many people, services and organisations across the city can get behind and contribute to in some way.

We continue to invite you to co-create a city where movement is part of everyday life; as it will take all of us – neighbours, colleagues, organisations - working together; the Newcastle way.

Join us?



Cross priority mapping

In the table below, we want to show the connections between the physical activity strategy, Newcastle’s commitment to being a Marmot City through the Marmot Principles, and the Conditions for Change developed by Sport England.

Marmot Principles

Some Marmot Cities, including Newcastle, have two overarching principles:

- ☐ Tackling inequalities in a system-wide, cross-sector way
- ☐ Proportionate universalism: Support for everyone, but with more help for those who need it most.
1. Give every child the best start in life

2. Enable all children, young people and adults to maximise their capabilities and have control over their lives

3. Create fair employment and good work for all

4. Ensure a healthy standard of living for all

5. Create and develop healthy and sustainable places and communities

6. Strengthen the role and impact of ill health prevention

Conditions for Change

1. Process for Identifying the Barriers and Enablers of Physical Activity

2. Organisational Policies, Processes, and Structures that Enable Place-Based Working

3. Capacity and Capability Across the Workforce, Volunteers, and Communities

4. Collaboration

5. Leadership

6. Community-Led Action

7. Cultures and Practices for Physical Activity

8. Built and Natural Environments that Enable Physical Activity

9. Cycles of Learning and Action

Appendix

Strategy	Actions	Marmot City Principles	Conditions for Change (Sport England)
Creating and telling our story	Co-designing a strapline for what being active in Newcastle means for people	All	7
	Collaborating with local people to bring their stories of movement to life through a range of visual, audio and written tools.		
	Explore telling stories about family life and physical activity in Newcastle.		
	Using the Marmot framework to do a sector wide focus on physical activity.		
	Exploring how we can work with our city’s services who interact with people, to help them understand physical activity.		
Working together is key	As a collective, map our connections between people, services and organisations across the city. Helping us to understand our network.		1 4
	Establishing opportunities to strengthen the network - to deepen connection and energy around activity.		
	Looking to apply a system mapping technique to understand what the opportunities to create change are, around activity levels for communities.		
Our city of leaders	Exploring opportunities to strengthen our leadership skills and confidence together.	2 3 5	3 7
	Identifying support and training needs for local leaders and local people who want to become leaders, to help them understand and work to create change across the whole city.		
	Establishing peer support and collaboration opportunities across the city for people within services and organisations, to support their thinking and work on movement and activity.		

Strategy	Actions	Marmot City Principles	Conditions for Change (Sport England)
Super local	Establishing a method(s) that enables communities to tell services and decision-makers, what is important to them. Then to develop and embed a culture of co-design and delivery that keeps communities involved with/leading the work at every stage.	5 6	6 8
	Developing a test and learn project to create a whole system approach to parks, in our neighbourhoods facing greatest challenges; with learning embedded and then shared.		
	Developing a test and learn project with streets and their infrastructure, in our neighbourhoods of greatest challenges; with learning embedded and then shared.		
Embracing our strengths	Exploring ways to embed movement and activity opportunities within existing spaces, such as community centres, faith settings, Family Hubs etc across the city.	5 6	6 8
	Understanding how we can make better use of our school facilities across the city.		
	Establishing a time-defined test and learn project to embed movement and activity programmes into local faith settings, with deliberate testing and learning.		
Making the most of our health interactions	Identifying key health services where activity can have a big/bigger role e.g promoting active ageing, pre and post operative recovery, mental health support etc.	2 4 5 6	2 4
	Building on the work, insight and strides made in the Actively Recovering work. Exploring if this be further embedded, scaled, widened, expanded into other service areas etc.		
	From here, identifying some test and learn opportunities to embed more activity into those health services – and continue to scale where possible.		
How will we know if its working	A logic model for movement and activity across Newcastle.		9
	Established tools to help us explore our established and emerging ways of working towards the six themes of this strategy.		
	Understanding and strengthening our connections and collaborations across the city. Information that is actively reviewed and updated, to show changes and shifts in how the city is connecting – differently, better, worsening.		
	Stories of significant change. These capture impactful narratives that illustrate personal, social, or organisational transformations. Storytelling is a great tool for us to use, to demonstrate change.		



NEWCASTLE

Physical Activity Strategy

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Our Decade Of Moving
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