

Moving North Yorkshire

People in North Yorkshire are stronger for longer in mind and body – through movement, play, and sport

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We will cover:



- What is Moving North Yorkshire?
- Explore our relationship with movement
- Articulate our challenges and build agency
- Explore what leadership looks like in place
- Determine what good collaborative behaviour looks like
- Understand the role of our communities in shaping their own future



Our Approach

A collaborative system approach to movement – bring together system actors, learn from wider leaders

Focus on areas where movement can create greatest impact throughout life stages and life experiences

Understand the challenges and opportunities of a place-based approach across the North Yorks expanse

Ensure complementary development of the new sport and active well-being model

Moving North Yorkshire – Stronger for Longer

People in North Yorkshire are stronger for longer in mind and body – through movement, play, and sport

Action for people and place- starting well, living well, aging well

Active in our neighbourhoods

Neighbourhood design
Walkability/cyclability
Safe & effective infrastructure
Attractive, inspiring design

Active in our travel

Infrastructure
Public transport
Road safety
Mobility
Cycling proficiency
School streets

Active in work & education

Workplace policy
Active schools
Active start (early years)
Healthy Schools & Healthy Early Years

Active in our play

Free Play
Leisure facilities
Sports & pitches
Recreational parks
Community centres
Culture & Tourism
Playstreets

Active in nature

Green and blue spaces
National parks
Coast & countryside
Outdoor education

Active care

Health & social care
Independent living
Long term conditions & disabilities

Intersectionality

Children & young people

People living on low incomes

People living in rural & coastal areas

People who are seldom heard ('inclusion groups')

People living with a disability and/or long term condition

Capability, Opportunity, Motivation

Understand

Empower

Activate

Invest

Promote

Evaluate

Movement, Activity and Sport- How has your relationship changed over time?



North Yorkshire Sport.



- Were there any barriers that effected opportunities to be active?
- Could your family **afford for you** to take part?
- Did you have **role models who supported** you to be active?
- Did you **feel included**, were the activities **engaging and enjoyable**?

These lived experiences, whether positive or negative, have defined our relationship with movement, sport and physical activity.

**Think about how you engaged or disengaged
(in **Movement, Activity & Sport**)
and what were the factors that influenced this**



In pairs, spend 2 minutes on each time period –

Reflecting on your own timeline talk someone next to you about your experiences and influences both positive and negative.



Responses – Primary School Age

bullying sports constant
tired netball good self-conscious
pools less enjoyment
skipping frenetic
outdoor forests
worried tig friends
walking love
carefree

playground fun climbing
lots brilliant
joy social
scabs
ticking box

play running

embarrassing garden
playtime random
competitive

Responses - Now

A word cloud visualization showing responses to the word 'Now'. The words are arranged in a cluster, with larger words representing more frequent responses. The colors of the words vary, with some being blue, red, or purple. The most prominent words in the center are 'active', 'time', 'fun', 'habitual', 'enjoyment', 'outdoors', 'space', 'tired', and 'effort'. Other visible words include 'uncertain', 'motivated', 'explorative', 'chore', 'energy', 'everyday', 'options', 'central', 'mindful', 'guilt', 'anxious', 'motivation', 'mental wellbeing', 'central', 'challenge', 'injuries', 'health', 'no time', 'need', 'time-limited', 'frustrated', 'recovery', and '10000'.

uncertain motivated
motivation explorative
anxious
mental wellbeing
options
central
mindful
outdoors
space
tired
effort
habitual
enjoyment
active time fun
chore energy everyday
10000 recovery
injuries
health challenge
no time
time-limited
frustrated
recovery
10000
anxious
motivation
mental wellbeing
options
central
mindful
outdoors
space
tired
effort
habitual
enjoyment
active time fun
chore energy everyday
10000 recovery
injuries
health challenge
no time
time-limited
frustrated
recovery
10000

Our experience and relationship with movement, activity and sport is unique...

Hopefully this task has demonstrated that everyone has different experiences over time

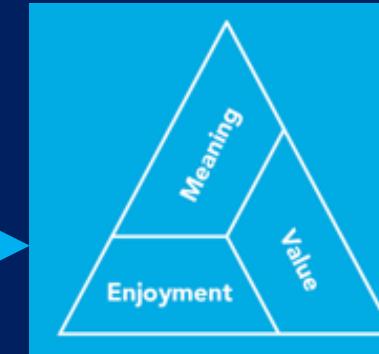


Physical literacy

Could your offer or way of working be positively influenced by the 'building blocks' of Physical literacy?

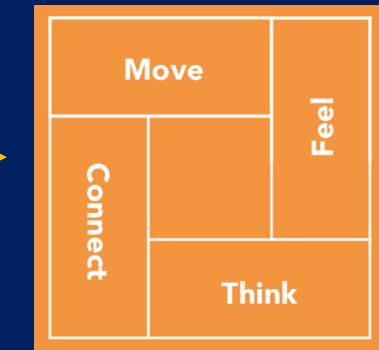
Could your organisation...

Create opportunities to develop a positive personal relationship considering how people find



Could your organisation...

Support people socially, emotionally and physically considering how they



Could your organisation...

Use stakeholder lived experiences to influence decision making through considering



To find out more head to:

www.positiveexperiencescollective.org



Famous storytellers.....

story of
self

call to leadership

story of
now

strategy & action

PURPOSE

COMMUNITY

URGENCY

story of

US

OFFICIAL

What is our story?



- Who are we? (people, organisations, networks, geography etc)
- Shared values and experiences (experiences/ challenges, values, why we want to act)
- What gives us hope? (what is our desired future? How can we create buy in?)



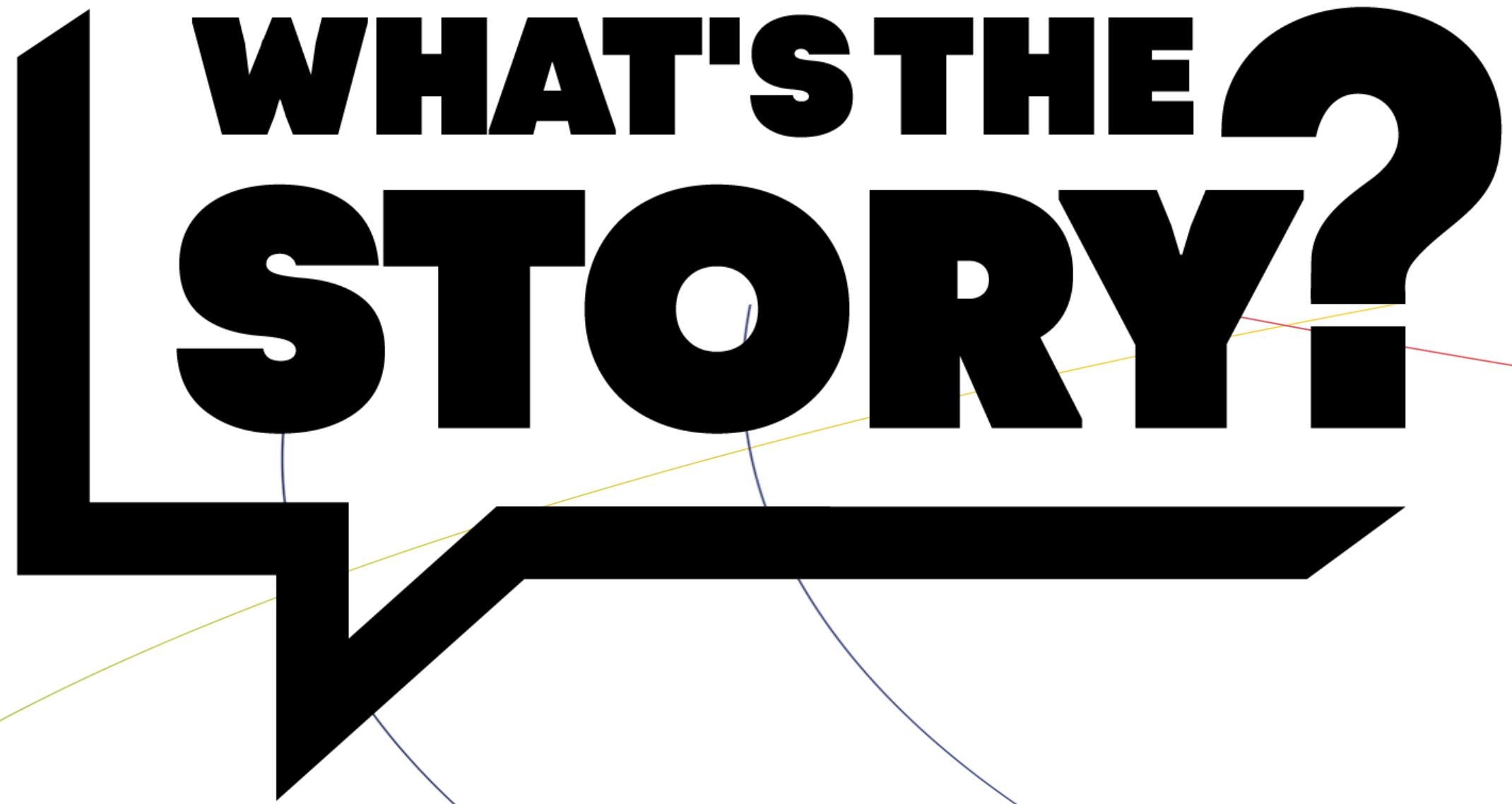
Conditions for Change



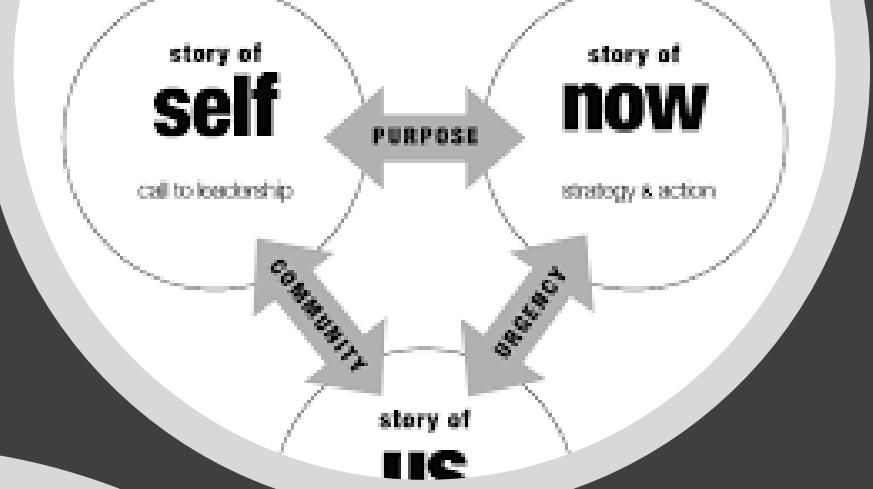
- What are the important conditions that enable the best work in place?
- Leadership
- Community Driven
- Collaboration

1 topic per table – pick a top 3 to feedback

1 WHAT'S THE
1 STORY?



Stories that bind us



Our relationship with movement



Common Purpose
– leave badges at the door

5 Considerations for Place Working

OFFICIAL

Community Driven



Distributed Leadership



Moving North Yorkshire

- The journey so far

Things like culture, daily routines, and other responsibilities can get in the way of being active—especially when healthy habits aren't encouraged at home, school, or work.

Some people don't feel confident or well-informed enough to choose to be active—especially when they're not feeling motivated and the advice they get is confusing or hard to understand.

We often expect people to become more active on their own, without thinking about the bigger issues—like poverty, inequality, or poor access to safe spaces—that make it harder for them. Big problems can't be fixed with small, personal changes alone.

Poorly designed places can make it harder for people to be active, especially in rural areas

People face challenges to being active due to differences in their skills, the opportunities available to them, and how motivated they feel

Pressing priorities or worries for families, like being judged or feeling unsafe, can make it harder to be active

Living with long-term health conditions can make it more difficult for people to stay regularly active

Different organisations and partners aren't working closely enough to align their goals, policies, or share resources effectively

Local physical activity provision can be exclusive

Household finances matter; limited spare money reduces the chances of households being active

North Yorkshire is not always recognised as an area in need of the financial investment required to support communities facing inequality

Access to physical activity services and facilities varies significantly depending on location, with rural and sparsely populated areas often affected the most

The way our physical environments and travel policies are designed encourages active travel as the preferred and go-to choice

Digital technology helps broaden access and supports more communities to enjoy physical activity and movement

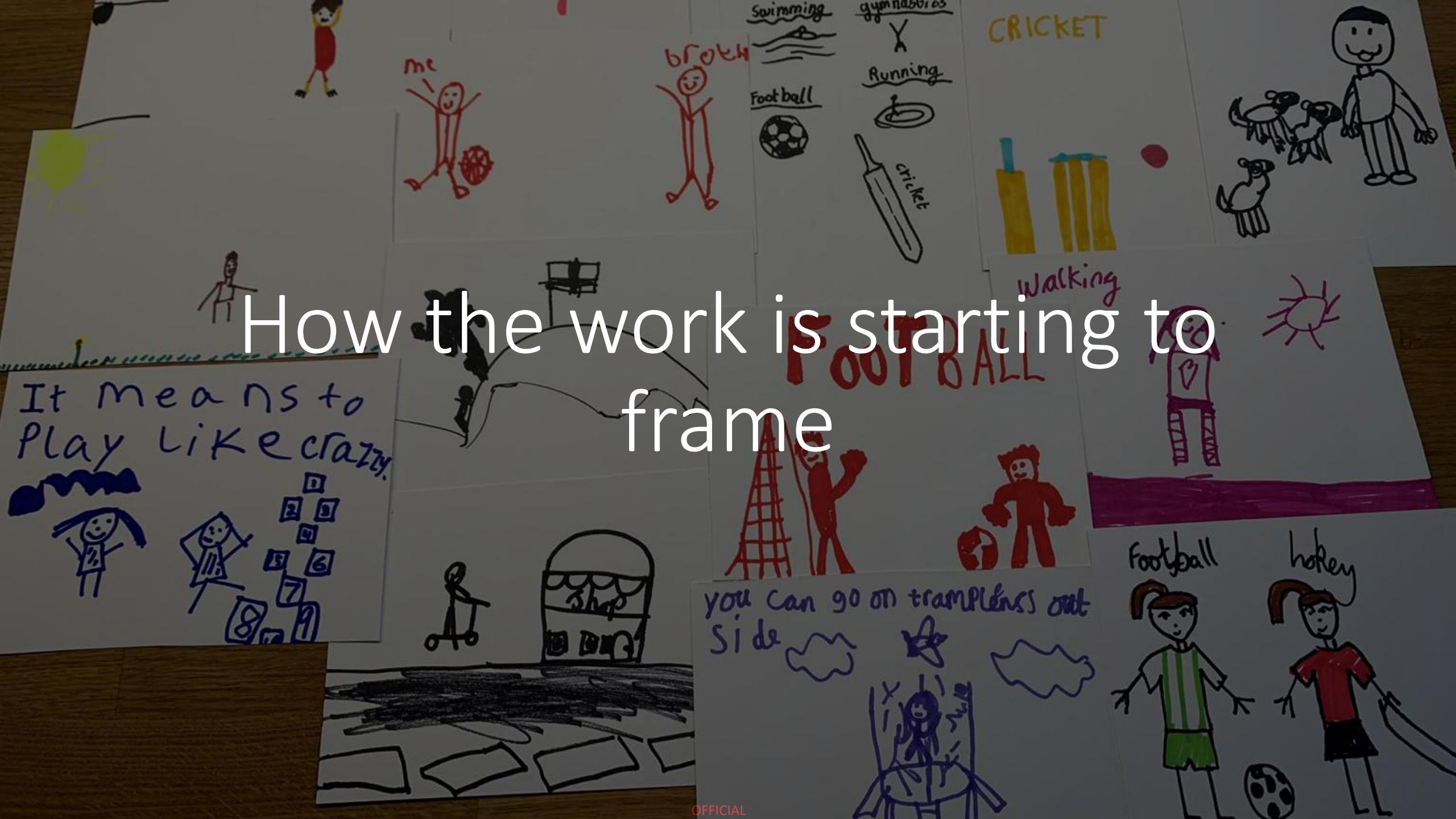
Communities offer a wide range of opportunities for social sport, play, and physical activity that are accessible to people of all ages and backgrounds

Physical activity is very much part of wider services, such as health and social care, recognising the shared benefits it brings to both individual wellbeing and service outcomes

Daily physical activity throughout people's lives is encouraged and normalised, underpinned by widespread confidence and enjoyment

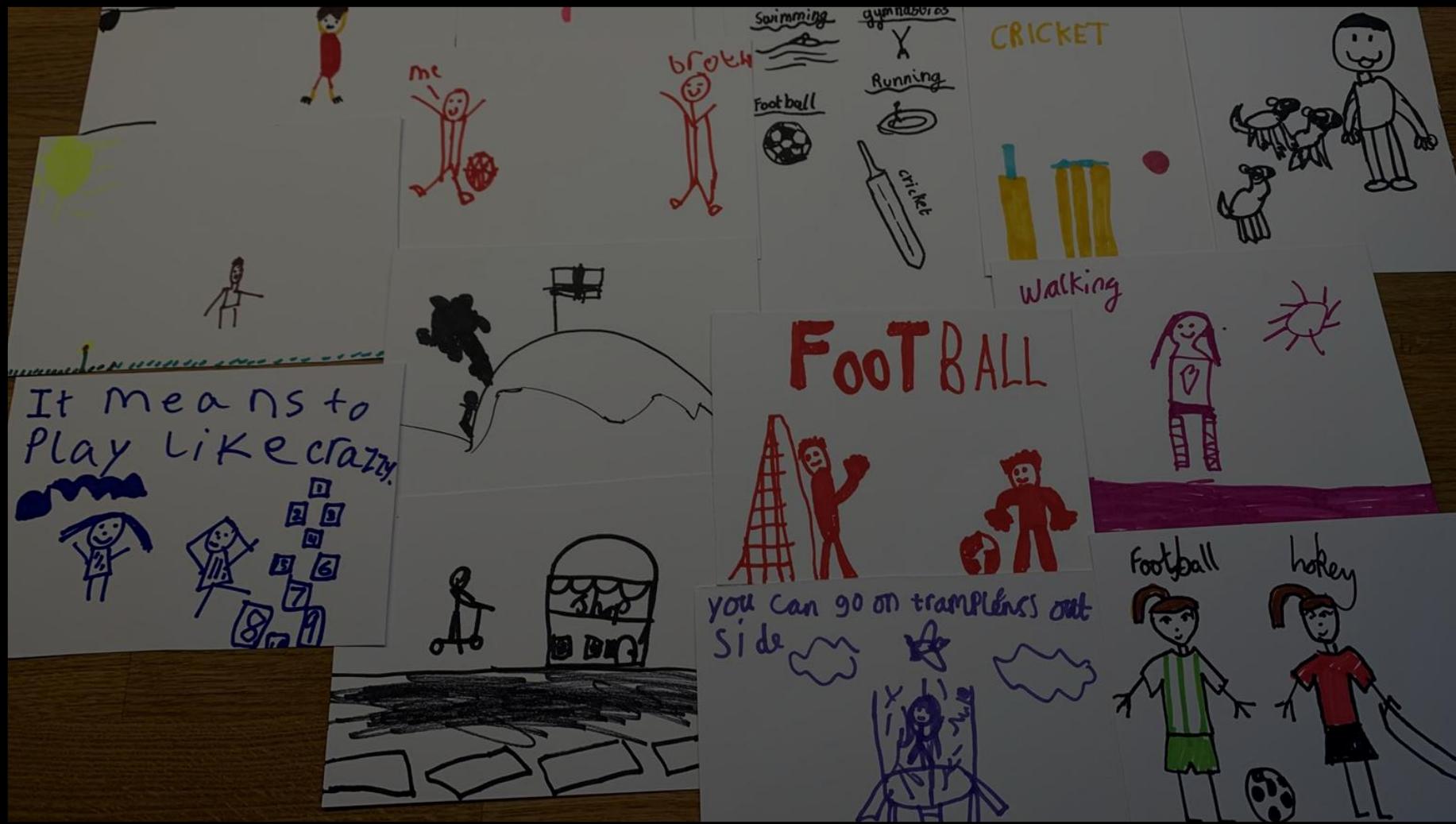
Physical activity is inclusive and affordable for everyone, helping to address widespread inequalities

How the work is starting to frame



Action domain	Description
Create a normalised culture of joyful movement across our spaces and lifetimes	[Role models, fun, play, no stigma, positive messaging, language & framing, challenging old ways of thinking that leave people out or made activity feel intimidated i.e. PE lesson experiences]
Leverage pride in place to maintain safe and inclusive spaces to move in	[Community safety, natural spaces, green spaces, street scape, built environment design, digital, accessibility & inclusivity, community involvement in decision making]
Make physical activity the foundational element of personalised care	[Health & social care, advice, education, specialist (clinical) support, joined up pathways, focus on prevention]

Behaviour science and a focus on the system convening will be golden threads



Any questions?