

# Dorset Physical Activity Strategy Update

Active Dorset and Public Health Dorset have been working closely to begin to plan the development of a physical activity strategy for the county. During January 2020 partners working across the Dorset ICS, in particular the two Health and Wellbeing Boards, agreed to develop a strategy to tackle inactivity in Dorset. The original timescales for this work were delayed due to the impact of coronavirus, as such we have used this time to reappraise our next steps and our proposed approach to developing the strategy with key partners.

The physical activity strategy will take the physical activity priorities identified in 'Our Dorset Looking Forward' and the two health and wellbeing strategies, engaging partners to identify what actions they can take to promote physical activity, so it becomes embedded as 'business as usual'.

Physical activity is identified as a key priority in both 'Our Dorset Looking Forward' and the BCP Health and Wellbeing Strategy. However there requires greater detail on how we work together to make changes across the Dorset system to affect behaviour, increasing activity levels, achieving a shift in culture so that business as usual empowers residents to be active.

## Here is the timeline for development of Dorset's Physical Activity Strategy:

### 1. Engagement (Autumn 2020)

Identification of key stakeholders and engaging with them to secure their participation.

- We will draw on our stakeholder mapping to engage with potential participants across systems and organisations to raise the profile of the approach we are developing, secure commitment to participating and potentially open the door to resources.

### 2. Discovery (Winter 2020/21)

Online workshops with key stakeholders to identify opportunities for system change drawing on their areas of expertise/influence.

- Workshops will be based on 'discovery groups' convened to focus on each of the five areas identified by Sport England.
- We will draw in key stakeholders who can provide both insights on their area of expertise/influence and commit to actions that will ensure the physical activity strategy delivers change.

These groups will follow a system thinking process developed by PHD to:

- Map and share understanding of what individual stakeholders do that shapes physical activity levels across Dorset
- Identify the barriers and enablers of physical activity in the daily lives of people in Dorset
- Identify actions for addressing the barriers to physical activity and harnessing the energy of existing enablers or 'levers' for increasing levels of physical activity in Dorset uncovered through the discovery phase.

### 3. Building the strategy (Spring 2021)

Drawing on better understanding of our challenges and opportunities to plan shared action for increasing physical activity.

- Collating intelligence and insight from discovery phase and reflecting this back to stakeholders.
- Prioritise system opportunities and actions.
- Planning implementation.
- Outlining a shared vision for physical activity across Dorset in 10 years' time. Our intention is to achieve a significant shift in culture through whole system change, this will be driven by a programme of smaller system changes monitored and tracked by a steering group.

### 4. Making it happen

Maintaining action and commitment

- Creating a Dorset movement for movement. We will support participating stakeholders to form a steering group who will jointly own the strategy, maintain oversight, and hold one-another to account to implement the change prioritised in the strategy.

During strategy development thought needs to be given to what works best at the ICS 'Our Dorset' level, and where separate Local Authority level plans will best reflect and meet local needs.

***Questions we are keen to ask during workshops with stakeholders include;***

- How can local plans be revitalised to improve policies and processes to promote or embed physical activity that support system wide change?
- Where are the opportunities to embed physical activity in 'your bit' of the system?
- How can we work at scale - all doing "our bit" rather than this being seen as someone else's problem?
- What are the impacts of inactivity on the system within our 'business as usual'?

Active Dorset and Public Health Dorset are keen to work with partners to progress the planned next steps. We look forward to inviting you to workshops in 2021!

**Active Dorset**  
Community Interest Company

