

Vision

A transformed Oxfordshire where equal access to physical activity has radically improved the health and wellbeing of communities.

Purpose

Empower

communities and residents by sharing power and amplifying lived experience.

Unify

partners across multiple sectors to increase activity levels through Oxfordshire on the Move

Challenge

Oxfordshire's extreme health inequalities by bringing people together to break down barriers to physical activity.

Values

Fearless in taking new approaches to tackle inequalities.
Passionate about enabling equal access to physical activity.

Strategic priorities



Healthy Active Children

- Low-income families
- Disabled young people
- Teenage girls
- Mental Health and Wellbeing



Healthy Active Adults

- Long Term Health Conditions
- People at risk of falls
- Mental Health and Wellbeing
- Adults with disabilities



Healthy Active Neighbourhoods

- Enabling active travel
- Priority neighbourhood focus
- Co-production with priority neighbourhoods
- Increasing access to green spaces

Through these priorities, this is how we work to achieve maximum impact and long-term change:

Creating system change

- Creating Active Schools framework
- Removing barriers to swimming and cycling
- Generating new insight through Youth Voice consultation

- 'Pathways to physical activity'
- Improving exercise on referral
- Live Longer Better

- Demonstrating high quality co-production
- Modelling new funding approaches
- Influencing policy

Programmes

- YouMove
- Re-imagined Oxfordshire School Games
- Access Sport Oxfordshire
- Opening School Facilities

- Move Together
- Embedding 'Stay Strong and Steady'
- Active Medicine

- Active Travel co-commissioning
- Movement friendly environment scans in priority neighbourhoods
- Co-production of solutions

Our approach to tackling inequality

Embedding
Equity, Diversity
and Inclusion

Unifying and
collaborating

Championing the
voice of Lived
Experience

Active
Ambassadors

Taking a Place
Based Approach



Join us and over 100 organisations across the county
in fighting inactivity and tackling inequality:

www.oxfordshireonthemove.org