

Movement for All

Our Impact So Far

Emma Hutchins, Physical Activity and Health Influencing Manager

Michelle Roberts, Physical Activity and Health Programme Lead

Movement for All started as a programme to bring our charity partners together to understand and meet the needs of people with long-term health conditions. With the learning and evaluation from its first phase, we became a Sport England system partner in early 2022 with a mandate to influence the systems that could enable more people with health conditions to be active, helping them to tackle the barriers that currently exist.

Eighteen months into that three-year partnership, we have successfully pivoted our focus from delivery to influencing. We have spent that time opening the right doors and collating the right insights, and as a result have seen a noticeable shift in how physical activity is discussed in both health and sport. We have also worked very closely with our behaviour change campaign, [We Are Undefeatable](#), to leverage it as a policy ask, a practical offer of support, and a visible manifestation of our narrative.

Adding value to our charity partners

Our community of practice has provided peer support to colleagues with responsibility for physical activity. We have held frequent meetings that have enabled charities to both learn from one another and contribute to the programme's influencing work. Members of the physical activity network have been proactive in connecting others to new opportunities, representing the Richmond Group at external events, and influencing the wider work of the coalition. We carried out a system mapping exercise to help charities identify their internal and external barriers and think collectively on how to overcome them, and we continue to monitor progress against those interventions.

We have also built on the value of We Are Undefeatable by using it to embed physical activity internally and influence organisational activity. We have helped introduce the campaign to new spaces such as the

NHS My Planned Care platform and the anticipatory care framework.

We have also supported our physical activity colleagues across the charity partners in raising the profile of physical activity within their organisations. We have engaged with each Richmond Group network to discuss physical activity and how it can be embedded within wider work. This has included sessions with CEOs, influencing directors, policy leads, and research colleagues to showcase the value of physical activity for people living with long-term conditions, supported by the wealth of insights available through the programme and We Are Undefeatable. As a result, physical activity is now a routine feature in policy and communications across the Group and several partners have approached us to do more with the insights and take part in joint influencing.

Supporting the health and care workforce

To progress with this audience, we knew we had more to learn. We carried out a research exercise to assess barriers, enablers and opportunities to healthcare professionals including physical activity in their routine care for patients. This helped us understand where to target our efforts for the next 18 months: providing practical support, working with likeminded professional bodies, and developing policy proposals that will make a difference as to how physical activity is embedded in practice. We've also raised the workforce's own wellbeing at every opportunity; not only are they influencers of our audience, many are also people living with health conditions.

As a part of this work, we have advocated for physical activity to audiences of hundreds. We have been invited by royal colleges, faculties, and communities of practice to participate in steering groups, present

on webinars, and provide resources to professionals across specialisms. These have all been chances to share our insights, make the case for physical activity, and spark follow-up actions that otherwise would not have been possible.

By building these strong networks, we stand in good stead to produce further useful resources and pursue policy change that we know will make a difference. One such example has been our involvement in the Moving Healthcare Professionals Programme. It has now concluded the phase led by OHID/Sport England, leaving us with a huge amount of evidence on what works to support HCPs. Components of this work will be continuing within new homes, and we'll be staying connected with the organisations managing those programmes.

Influencing health and care policy

This has been an area of significant progress; doors which were once closed are now open to physical activity, in particular regarding the difference it can make in prevention and self-management. An example of this is our involvement in the Major Conditions Strategy, having developed policy proposals and joined the group looking at prevention.

In parallel, we have made and matured relationships with senior leaders at NHSE and OHID, supported by our Richmond Group charity partners. Our position as a leader has grown through playing a key role in OHID, Sport England and NHS Horizons' collaborative group on physical activity, whose approach to multimorbidity is a testament to our advocacy. Our efforts have resulted in physical activity being actively considered in policy circles and we are confident we will start seeing discussions come to fruition.

The insights from We Are Undefeatable have been instrumental and we have used them to inform engagement and policy development with DHSC, NHSE, NICE, and parliamentarians. This work has helped us leverage our collective evidence base and learn what we can do to strengthen it; we are considering partners we could work with to support that.

We are also working to enhance our reach to local decision-makers in conjunction with the Richmond Group's wider priority of strengthening ICS engagement with the voluntary sector. Physical activity offers a practical tool for achieving ICS aims, and in doing so can demonstrate the impact of the voluntary sector. We undertook a review of the 42 ICSs to see the extent to which they address physical inactivity, and from that, what the steps might be to influencing them. Looking ahead, this will involve developing policy proposals, influencing professional practice, and collaborating with local

experts – all of which we will be seeking to do over the next 18 months. Our preexisting connections to Active Partnerships, OHID

regional leads, and Sport England's place teams will help with this.

Making sport and physical activity more inclusive

We have built a solid foundation for influencing in the sport and physical activity sector. We have positioned ourselves as a credible voice and critical friend that can help the sector work better for our audience, and have started identifying the major policy and practice changes we need to see.

We have shared insights, built relationships and set out our stall with sport policymakers. We have met with key officials in DCMS, supported APPG on Sport chair Kim Leadbeater MP to develop a paper on health and wellbeing for Labour, and are in the process of making connections at ministerial level. We have responded to consultations such as the Public Accounts Committee inquiry on grassroots sport and physical activity and DCMS's call to inform the sports strategy. We are also active participants in Sport England's public affairs network, allowing us to stay abreast of opportunities and advocate our audience and priorities in front of sector leaders.

Away from government, we've been influencing the organisations leading the strategic direction of the sport and physical activity sector. We fed into CIMSPA's review of professional standards for the sport workforce on long-term conditions, we sit on Sport for Development Coalition's advocacy working group, and we've supported UK

Coaching on its pilot project in health. We have a close relationship with Active Partnerships, locally and nationally, and are exploring opportunities to collaborate to influence local health systems. We are an active member of their Health and Wellbeing and Live Longer Better networks, often sharing insights and advocating long-term conditions. We are also working closely with disability sport organisations to influence the sector's narrative around inclusion and ensure the leading voices in sport are advocating on behalf of our audience.

The sport and physical activity workforce will be a priority going forward. Already, we've presented on webinars with NGBs, to Chief Leisure Officers and at flagship sports sector conferences like WhySports, Elevate and the Commonwealth Games. We have learned that the sector often speaks a different language and perceives itself differently to our health colleagues, and so we have been working to understand how we can help. We are considering some joint work with strategically placed organisations in the sport and physical activity to bridge the gap between sectors and influence the frontline, as well as policy at the highest levels. This work is slower than our progress in the health system, but it is important and needs to be done.

The 18 months ahead

We are pleased with the impact we've had so far. We have added capacity and value to charity partners' own work and advocated for physical activity and long-term conditions in new and less explored ways, including taking insights and inspiration from We Are Undefeatable into new spaces. The development of the campaign offers us

even more opportunities to advocate for our audience, especially with the depth of evidence Big Talk has returned, which we hope to publish in a policy report in future.

Going forward, we want to see our efforts to influence health policy come to fruition and our relationships and insights to turn into

visible change. We want to see the sport sector come to recognise health as a core issue and not just a marketing ploy, and we want to develop our voice on policy in this space. We also want to continue supporting our charity partners to weave physical activity into their existing work, as well facilitate their collaboration on this flagship programme of collective influencing.

The Richmond Group of Charities