

Move More: The journey so far

Working together to create a culture of physical activity in Sheffield



Following the London Olympic Games the National Centre of Sport and Exercise Medicine (NCSEM) was established as part of an Olympic Legacy programme. The NCSEM in Sheffield was the catalyst of Move More, with the objective to create a culture of physical activity to improve the population's health.

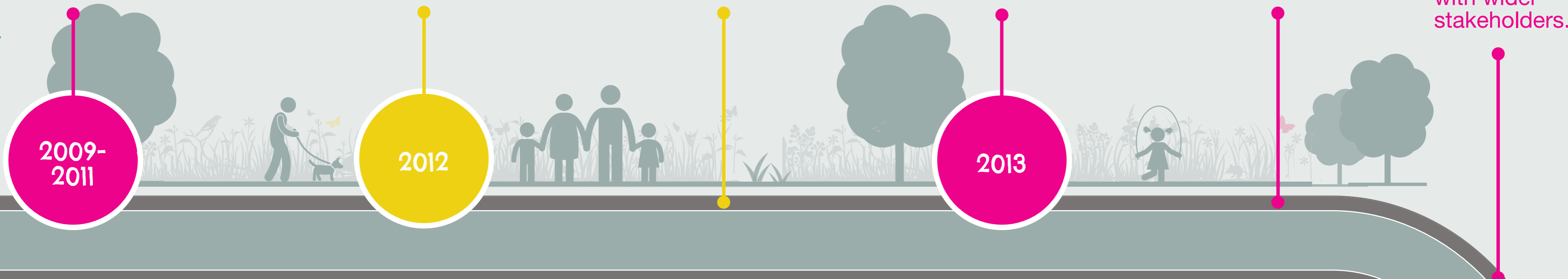
A £10,000 000 investment from the Department of Health and Social Care to Sheffield for the National Centre for Sport Exercise and Medicine with a vision to become the most active city in the UK.

The National Centre for Sport Exercise and Medicine Board was formed in 2012. The partnership includes high-level support from the key anchor institutions across Sheffield.

300 people from 60 different organisations across Sheffield attended a city-wide stakeholder event to coproduce the Move More Strategy.

Work starts with colleagues across the NHS to explore the co-location of services within leisure centres. The idea to put activity at the heart of the NHS.

The National Centre for Sport Exercise Medicine Exec Group was established. The key mechanism for updating and connecting with wider stakeholders.



2009-2011

2012

2013

The second Move More website was created and social media activity to promote brand awareness and engagement was accelerated.

Move More centres at Graves & Thorncliffe open, co-locating NHS services with leisure facilities.

Move More Month 2012-app launches and has 10,000 users.

Sheffield Hallam University are awarded £14m for an Advanced Wellbeing Research Centre. This will become the research hub for The National Centre for Sport & Exercise Medicine and Move More.

The Move More Plan was launched with a focus on creating a whole systems approach to physical activity. Six themes and working groups were identified to engage partners across the system; workplaces & workforce, schools & pupils, communities, environments, people & families, and physical activity as medicine

The first Move More website was launched alongside a marketing toolkit and social media activity to promote brand awareness and engagement started.

The first Move More centre opens at Concord, co-locating NHS services with leisure facilities.

2016

2015

2014

The first Move More Ambassador meeting took place bringing together people from across Sheffield who are passionate about helping people to move more.

Move More Metro launched to share partners' physical activity news across the city.

Move More Month 2016 – The School yard challenge launched.

Move More Month 2017- launch of the Workplace Challenge.

Move More Ambassador Network created, engaging community members and partners across the city.

80,000 clinical appointments delivered across three Move More centres.

Move More Month 2018 – Hopscotches placed across the city at key locations to create a 'city playground' 13 sites in total. - Move More Ambassadors – A small grants programme was also launched through Move More Ambassadors to enable community organisations to run something during June (and beyond).

2017

2018

The first Move More Schools Newsletter was launched.

Move More Month 2019 – we set a new World Record for the most people playing hopscotch simultaneously! 198 hopscotches, 48 organisations, 12 schools and 664 participants took part.

Move More supported providers of the Sheffield Physical Activity Referral Scheme to digitise, creating an online platform that enabled patient referrals to be managed in real time.

The start of Empowering Communities 1 project, led by Voluntary Action Sheffield; working with local communities to embed physical activity across the city.

2019

2020

The Advanced Wellbeing Research Centre opens. A centre dedicated to improving the health and wellbeing of the population through innovations that help people move and becomes the hub of The National Centre for Sport & Exercise Medicine and Move More.

Move More's response to COVID-19; the creation of the Active at Home Booklet.

Move More Month 2020 – A calendar of activities to support mental health and wellbeing through transition out of COVID-19.

Empowering Communities 2 project underway, growing our commitment to working with communities.

Launch of the new Move More Sheffield strategy.

2021

2020

2021

#MoveMoreSheffield