



S H E F F I E L D

ANNUAL REPORT
2021-2022

Move More is the physical activity strategy for Sheffield.

It sets out a clear, shared vision and mission, which unites people with a shared purpose. Core principles guide individual and organisational action and the priority areas help to coordinate and align our approaches.

The Move More Strategy is a five-year physical activity strategy for Sheffield.

The strategy was launched in June 2021 supported with the Move More Priorities document.

The priorities document outlines firstly, the cross-cutting priorities that are relevant to everything physical activity related in Sheffield. Secondly, it highlights the co-produced priorities from the six Move More subgroups as shown below.



The priorities were co-produced with partners to be delivered from October 2021 until the end of September 2022. Collectively these priorities are designed to help direct activity across the city and sustain focus on the actions that will have the most impact.

This report gives an overview of the work that has taken place over the last 12 months, what has been achieved and the challenges that exist within Sheffield in helping to create a happier, healthier and more connected city. Many people and organisations have worked together to achieve these successes.

The credit for these successes sits with those individuals and organisations. This report focuses on the collaborations between organisations, and on new initiatives. It is not exhaustive, lots of great physical activity work goes on in Sheffield every day and we can't name it all. For more information, see the **Move More website**.

The six Move More sub-groups are all interconnected. Complex systems can't be divided up neatly, so although this report is organised around each subgroup, the work that takes place across and between each of the subgroups is often the most valuable.

Each sub group area is supported by the Move More core team, who support and facilitate networks in their role at Yorkshire Sport Foundation.

“
The credit for these successes sits with those individuals and organisations.”

Cross Cutting Priorities

There were 3 cross cutting priorities:

Build capacity



Focus resources to help develop our workforce across the system in each of our priority areas outlined below.

Connect, learn and share



Support and grow physical activity networks across Sheffield. To further develop ways to capture and share learning and to evaluate Sheffield's approach.

Celebrate



Celebrate physical activity in Sheffield and to showcase the great work that goes on across the city. This will be done regularly throughout the year with a focus on Move More month in June.

How have we done this?

→ Build Capacity

- Worked with Sport England and Sheffield Hallam University to secure a doctoral fellowship to lead the whole systems evaluation starting in January 2023 (for 3.5 years).
- The "Active Through Football" project has led to more people in paid physical activity roles in two communities.
- Working across the networks we have successfully distributed £60,606 of Sport England Together Fund to 15 organisations across Sheffield to support them in helping communities to get physically active.
- Over the last year backbone support to help coordinate and develop these priorities has been increased in partnership with Yorkshire Sport Foundation and NCSEM.

→ Connect, Learn and Share

- A range of groups, networks and avenues for communicating have developed and grown. We have taken a test and learn approach to trying new mechanisms of sharing across the city. We are looking at ways we can have the most impact with the limited capacity we have to develop our communications plan. This includes;
- Established the Children and Young People's Consortium that is aiming to support the city in providing equal access to sporting, physical and cultural opportunities.
- A quarterly Move More Power Hour - 10 guest speakers shared project updates at an online event. 20 people attended the event to learn, share and connect.
- Move More Blogs which provide an opportunity for partners and stakeholders to showcase their work to a wider online audience.

→ Celebrate

- Move More Month 2022 saw the first inaugural Olympic Legacy in Action event at Sheffield Olympic Legacy Park.
- Sheffield Schools Get Active Awards celebrating the schools across Sheffield helping staff and pupils to get active.
- The quarterly Move More Newsletter is an opportunity for communities to share their stories and celebrate the brilliant work happening across the city. Over 200 people have already signed up to the newsletter. A priority over the next year is to increase the amount of people on the distribution list.
- Sheffield celebrated the opening of a high quality urban cycling facility at Hillsborough Park.



What has happened October 2021 to September 2022

Communities

Sub-group Lead – Tom Hughes, Yorkshire Sport Foundation

Membership includes: Sheffield City Council, Sheffield United Community Foundation, Voluntary Action Sheffield.

This group brings together many citywide projects and creates opportunities to connect and collaborate on projects. Examples of current projects include:



Move More Empowered Communities

The Move More Empowered Communities (MMEC) project, led by Voluntary Action Sheffield, aims to support Voluntary Community Sector organisations across Sheffield in communities with the lowest levels of physical activity, working with these communities to understand what works to enable physical activity at a local level.

The Together Fund aims to reduce the inequality gap existing across our communities, working to support those most in need to become more active. Working with the Move More network we have identified groups and organisations embedded in Sheffield's communities to deliver this work locally.

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The ambition is that all communities in Sheffield can experience the benefits of physical activity in a way that works for them.”

Dame Kelly Holmes Trust

The Dame Kelly Holmes Trust launched their Leadership Academy. The Young Leaders programme is led by world class athletes and is a great opportunity to learn and work alongside elite athletes, develop skills and have a real impact on your local community.



Active Through Football

A consortium of partners (Yorkshire Sport Foundation, Sheffield United Community Foundation, Sheffield City Council, Sheffield Wednesday Community Foundation and SOAR) successfully secured a 5-year investment of £525k from the Football Foundation to develop the project in Parson Cross and Burngreave which aims to improve the mental health & wellbeing of young men.

A unique partnership between both Sheffield United Community Foundation and Sheffield Wednesday Community foundation will see the cities two football clubs come together to work in the two communities mentioned.

Cruyff Foundation

Sheffield City Council were successful in bidding for investment to develop two artificial grass football surfaces known as 'Cruyff Courts'. These 'Cruyff Courts' will be free and open to use by the community with lighting to support year-round play.

We Are Undefeatable

Age UK Sheffield and Heeley Development Trust have supported people living with long term health conditions to access and develop materials to support them to become physically active.

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Yorkshire Sport Foundation, Sheffield United Community Foundation, Sheffield City Council, Sheffield Wednesday Community Foundation and SOAR successfully secured a 5-year investment of £525k from the Football Foundation to develop the project in Parson Cross and Burngreave. ”

Olympic Legacy in Action



Education

Sub-group Lead – Adam Fuller, Arches School Sport Partnership

Membership includes: Yorkshire Sport Foundation, Forge, Points, Links School Sport Partnerships, Sheffield City Council

Secondary PE Continuous Professional Development Workshop

22 secondary schools attended a workshop to explore reshaping their PE curriculum to further develop physical activity opportunities for all students.

Olympic Legacy in Action

Delivered a 'Colour Smash' at Sheffield Olympic Legacy Park to over 600 pupils from infant, primary and secondary schools

Delivered a 'This Girl Can' event to 170 Year 9 Secondary School Students with activities including ice skating, glow rave and yoga.



Dame Kelly Holmes Trust

The Dame Kelly Holmes Trusts has delivered 10 of it's 'On Track to Achieve' Programmes. Engaging 10 Secondary schools in the programme.

Partnership working with Sheffield Colleges

Sheffield College and the University Technology College Don Valley continue to develop opportunities for young people to be active and to connect with Move More networks across the city.

Women's Euro's

Delivery of Women's Euros Legacy Events & Development Groups including;

- 50% more girls aged 5-16 years playing the game.
- 1,000 girls completing the entry level playmaker-award;
- 140 primary schools engaged in encouraging girls playing football.



School Swim Service

The School Swim service has provided catch up provision to schools who missed out due to COVID 19.

Every Sheffield Child has A Peak Experience (ESCAPE)

The Sheffield Schools Get Active group funded 16 school leaders with the skills and training to help them, their schools and pupils to access the outdoors.

Early Years

Sheffield City Council Early Years team have developed their School Readiness Review.

Health and Social Care

Sub-group Lead – Rachael Weston, Yorkshire Sport Foundation

Membership includes: Yorkshire Sport Foundation, Sheffield United Community Foundation, Primary Care, Sheffield Children's Hospital Foundation Trust, Sheffield Teaching Hospitals, Sheffield Hallam University, Sheffield City Trust, Sheffield City Council, South Yorkshire & Bassetlaw Integrated Care Board.

Active Hospitals

- 446 physical activity sessions have been delivered.
- 120 patients have been referred for exercise and physical activity support.
- 67 clinicians and specialist nurses have enrolled on physical activity clinical champions training.
- A part time (3 day) band 3 Exercise Assistant will be recruited for the Haem/Oncology pathway to receive additional support through home visits and school-based sessions.

Move More Active Practice

This annual challenge enables practice staff & patients to become more active, with the opportunity to collaborate with a local physical activity provider.

12 GP Practices have already signed up and we will be supporting them to achieve their awards and share their successes with other practices across the city.

We are hoping to engage with more practices over the next year and grow the network.



Make the Move

- Health and Social Care Teams in the city united to celebrate “Make the Move Day” on 9th July, joining forces with the fabulous parkrun events across the city.
- Healthcare teams came together to walk, run, volunteer, or just enjoy being at one of the seven incredible parkrun events.
- Collaboration and community have been at the heart of the pandemic response and physical activity continues to be of vital importance for people to recover and reconnect.
- There has been national interest in the event. We have shared the learning across places & through our partnership with parkrun.



Active City Cycle City Conference

- Sheffield hosted a national conference for active travel professionals that gathered to discuss new opportunities created by wide-reaching changes in transport, social, climactic and economic trends.
- Sheffield GP's lead a talk at the Conference about the importance of active travel in healthcare for both the workforce and patients. They also spoke about the work they are doing to become a Green Practice. It was a great opportunity to get healthcare on the active travel agenda.

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A ride from Sheffield Teaching Hospitals to the City Hall to help raise awareness of lack of cycling infrastructure to hospital sites. ”



Environments and Active Travel

Sub-group Lead – Stuart Turner, Sheffield City Council, Parks and Countryside Team

Membership includes: Yorkshire Sport Foundation, Sheffield City Council; Parks and Countryside, Sport and Leisure, Commissioning, Public Health, Active Travel and Planning team representatives.

Active Parks and Neighbourhoods



Hillsborough Park

Hillsborough Park has seen significant investment to support this agenda including new café, toilets, shared use path network expansion and Pump Track.

Parkwood Springs – Places to Ride

Plans for the implementation of the Parkwood Springs £1.2m urban country park investment are progressing.

Active Parks Hubs

Plans for the implementation of the Ecclesfield Park & Ellesmere Park recreational investment are well advanced.

Access to Green Spaces

Programmes linking schools, parents & families to their local green spaces (on the back of Beat the Streets).

Make Space For Us

Supported research into how we create inclusive green spaces for girls.

To keep updated on developments happening in our parks and green spaces follow [@ParksSheffield](https://twitter.com/ParksSheffield) Twitter page.

Active Travel and Neighbourhoods



Play Streets

Trials have successfully taken place as to ascertain the way in which 'Play Street' may be engaged within Sheffield. These play streets have proved popular with residents engaged, some stating that their child now had new friends, played out more often, had behaviour benefits in the home and adults in the area now spoke and greeted one another after the event, rebuilding a 'community' feel to the street.

Active Travel

Active Travel investment and plans are progressing well with significant funding in place to implement a range of cycling & walking infrastructure schemes across Sheffield. More information can be found [here](#)

Active City Cycle City Conference

Active Travel national event took place in Sheffield – profiling city facilities including the new Hillsborough Park pump track. (see also Move More Health and Social Care)

SPORT

Sport Lead - Kate Clark, Sheffield City Council

Membership includes: Yorkshire Sport Foundation, Sheffield Wednesday Community foundation, Sheffield United Community Foundation, Sheffield City Trust, Places Leisure, British Cycling and other NGB's by request.

Women's Euro's

Brought the Women's European Football Championships to Sheffield with some of the key legacy successes so far:

- 50% more girls aged 5 - 16 playing the game.
- 1,000 girls completing the entry level playmaker-award.
- 140 primary schools engaged in encouraging girls playing football.
- Double the number of FA female qualified referees and coaches.



Queen's Baton Relay

Celebrated the Birmingham Commonwealth Games by welcoming the Queens Baton Relay to Sheffield in July. Working with partners to bring the event to life with a visit to Sheffield Children's Hospital, Sheffield Olympic Legacy Park and the English Institute of Sport.



Move More Inclusive Sport Event

Delivered the annual Inclusive Sport event to 410 adult and school aged participants from across Sheffield who all took part in a range of activities, from cycling to archery, rugby to table tennis.

PING – Table Tennis England

"The Ping project was like a breath of fresh air, it was a catalyst for change and inclusion. We used the project for positive participation and engaging families in activities to improve their health and mental wellbieng" - Patrick Meleady, Pitsmoor Adventure Playground Charity Manager.

Table Tennis England partnered with Sheffield to deliver the Ping in the Community project. Increasing the opportunities available in Sheffield to play Table Tennis outdoors. The project worked with various community organisations including Darnall Education and Sports Academy (DESA), Heeley City Farm and Pitsmoor Adventure Playground among others.

Sheffield City Council Sport and Leisure Strategy

Supported the consultation and development of Sport and Leisure Strategy working with stakeholders and partners to contribute to this document ahead of its launch in November 2022.

Sheffield Strategic Sports Group

A network of system leaders brought together to provide leadership and coordination of sport and physical activity opportunities in Sheffield.

Reflections

There is undoubtedly great work taking place across Sheffield, we have great networks of passionate people involved in creating change across the city. From new pump tracks, revamped park sites to people and projects working in communities, connecting with local people and making a real difference.

It is however not without its challenges. Some of those reflections are captured below and come from the sub group leads for their respective areas. Some of this work was impacted by COVID and some areas are still very much in the recovery stage post COVID. We also have other economic challenges (cost of living) facing organisations, communities and individuals who will likely make choices that will impact our work in Sheffield.

→ Capacity

- The way we work has changed and bringing partners back together round the table is more challenging. This may not have impacted people's passion and willingness to affect change, in some instances it is the opposite but it is challenging to keep Move More at the forefront of people's mind.
- Different parts of the Move More network have been impacted differently by COVID, with Health and Social Care shifting their priorities to deal with the 'now.'



Whilst there will always be areas we want to improve on, we feel very proud of what the network has achieved over the past 12 months, and we are excited about the plans for the year ahead. ”

Rachael Weston, Yorkshire Sport Foundation

→ Influence

- How much can we truly influence the whole system. We have a strong core network of partners who continually drive this work forward, but more 'senior buy in' could take us further.
- Secondary engagement outside of traditional 'sport'.
- Still a lottery as to the level of physical activity provision in schools across the city-dependant on keen headteachers/ school staff as to whether they engage.
- Moving physical activity and in particularly active travel higher up on the agenda. Difficult to engage and expand partners to gain greater influence & impact (planning, transport and partners external to the council).

→ Resource

- Funding to build upon existing work and learning or for joint/targeted projects and capacity.
- A continued reliance on certain partners to deliver provision and to do more with limited capacity.
- However, partnerships and networks are formed and continued to be strengthened within Sheffield and willingness to come together to affect change.
- Limited capacity means as a network we are still reactive to opportunities and doing the day job than we are lifting our head out from the day to day and proactively seeking opportunities to create a happier healthier and more connected Sheffield.
- A record of securing investment into the City when the opportunities are provided. E.g. Active Through Football.

→ Cost of Living

- Schools may not prioritise extra-curricular due to costs- also costs of provision and transport will become an issue.
- Other priorities for community organisations who will be looking to survive and potentially scale back operations in order to do so.
- However, some brilliant relationships formed as a resulted of trusting our Voluntary Sector partners and investing in them.

→ Looking ahead to 2023

We have co-produced new Annual Move More Priorities for September 2022 to October 2023. The document can be found [here](#)



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As we move forward into 2023 we have already some exciting projects and work taking place across Sheffield, we have brilliant partners and stakeholders to work alongside. There will be new opportunities that come up throughout the year and we are excited to help Sheffield move more. ”

Tom Hughes - Yorkshire Sport Foundation