

# Move More Sheffield 2026-2031 Strategy Development Brief

## Background and Scope

The National Centre for Sport and Exercise Medicine (NCSEM) is dedicated to enhancing the nation's health and wellbeing through sport, exercise, and physical activity. In Sheffield, the NCSEM focuses on creating the conditions that make it easier for people to move more, striving for equitable access to physical activity opportunities and promoting healthier lives across all communities.

This mission is delivered through five key pillars: Partnership, Process, Pioneering, Purpose, and People:

- **Partnership:** Forging strategic collaborations to address systemic challenges and structural inequalities that drive physical inactivity.
- **Process:** Implementing processes that promote collaboration, co-production, distributed leadership, and reciprocal feedback.
- **Pioneering:** Harnessing the benefits and opportunities provided by sport, exercise, and physical activity to tackle health-related and societal issues, promoting innovation, continuous learning, and sharing.
- **Purpose:** Uniting stakeholders with a common purpose, streamlining local efforts and priorities through Move More, Sheffield's physical activity and sport strategy.
- **People:** Enabling people to take ownership of their health and wellbeing by building on existing community strengths, enhancing capacities, and increasing opportunities to access sport, exercise, and physical activity.

The NCSEM's work centers around three core delivery areas:

- **Move More:** Development and implementation of Move More, the city's physical activity and sport strategy.
- **Move Together:** Bringing health to communities through the co-location of health services in leisure centres.
- **Move Well:** Sheffield's physical activity referral scheme, which connects people to tailored support and physical activity opportunities based on their individual needs and preferences.

These areas are supported by a programme of **Research & Innovation** based at the Advanced Wellbeing Research Centre (AWRC). Through this multi-faceted approach, the NCSEM is leading

Sheffield's efforts to tackle physical activity inequalities and create sustainable, place-based solutions that empower communities across the city.

## Move More Strategy 2021 - 2026

The [Move More Strategy 2021 - 2026](#) represents the city of Sheffield's physical activity and sport strategy. Underpinned by a shared purpose; working together means people at each layer of society – individuals and communities, community organisations, organisations across sectors, and strategic leaders – each doing what they can do to try and build on strengths and remove barriers to enable physical activity. By connecting and working collectively, we are in a stronger position to be able to solve stubborn or structural problems which hold physical activity inequalities in place. We believe that putting people at the heart of the work and learning is essential to creating meaningful, sustainable change. People closest to the 'problem of physical inactivity' can understand it best and can create solutions when supported by each layer. The strategy also recognises that enabling people in Sheffield to live healthy, active lives is an important part of the city's pandemic recovery, and that building physical activity into everyday life will encourage health resilience and help to create a more inclusive and prosperous economy for the future.

## Move More Strategy 2026 - 2031

Initially, a comprehensive review of the current strategy is required to evaluate its existing priorities and assess our approach in Sheffield. This review will gather insights into the effectiveness of the current strategy and inform the development of an updated strategy that is responsive to the evolving needs of Sheffield's population and current public health trends.

We aim to engage with a diverse range of stakeholders to ensure the new strategy accurately reflects the city's needs. Collaboration will remain at the heart of our work in Sheffield, fostering a collective approach to tackling public health challenges.

The new strategy must align with key local priorities, including Sheffield City Goals, the Fair and Healthy Sheffield Plan, and the ambitions of the South Yorkshire Integrated Care Partnership. Additionally, it should be informed by relevant national strategies, such as Sport England's Uniting the Movement, the NHS 10-Year Health Plan, and the NHS Physical Activity Position Statement.

### **Deliverables:**

#### **1. Review of Current Strategy**

A comprehensive review of the existing strategy, identifying strengths, weaknesses, and gaps to inform the development of a new strategy. This will provide a foundation for the co-production process.

#### **2. Co-Production Plan and Stakeholder Engagement**

Outlining a plan for co-production and actively facilitating the process to engage a broad range of stakeholders, using workshops, focus groups, and other participatory methods to ensure meaningful involvement. This will ensure the strategy reflects Sheffield's diverse needs and fosters collaboration throughout the process.

#### **3. Needs Assessment**

An analysis of Sheffield's needs and priorities, informed by both existing data and insights gathered through the co-production process.

#### **4. Draft Strategy**

A draft of the new strategy, based on the findings from the review and co-production process, aligned with local and national priorities and addressing Sheffield's evolving needs.

#### **5. Final Strategy Document**

The final version of the strategy will be developed with the National Centre for Sports and Exercise Medicine (NCSEM), incorporating system partner input, with clear goals, actions, and timelines.

#### **6. Implementation and Monitoring Plan**

A plan for implementing the strategy, outlining key actions, timelines, and measurable outcomes. The plan will include a framework for monitoring progress and maintaining ongoing engagement with stakeholders.

#### **Timescale:**

The final strategy is to be delivered by March 2026.

#### **Reporting:**

A strategy development plan will be agreed within one month of commissioning. A draft strategy is to be submitted by the end of December 2025, with the final strategy due in March 2026. Progress reports will be submitted as agreed, in line with the deliverables and strategy development plan.

#### **Budget:**

The total budget for strategy development (excluding design) is £12,500 (inclusive of VAT).

## **Summary**

We invite you to express your interest in leading the strategy development process. If your expertise aligns with our objectives, please submit a proposal outlining your approach, relevant experience, and strategies for ensuring the success of this project. We look forward to reviewing your ideas and exploring potential collaboration.

#### **Timescales:**

- Please submit your proposal to Rachael Weston by Friday, 10th January 2025.
- Proposals will be reviewed and shortlisted, and we will notify you of the outcome by Wednesday, 15 January 2025.
- If you have been shortlisted, we will invite you to meet with us on the morning of Tuesday 21<sup>st</sup> January 2025. Please hold the date.
- The outcome will be communicated during the week commencing 27th January 2025.

## **Contact**

Rachael Weston – NCSEM Development Manager

Email: [rachael.weston@yorkshiresport.org](mailto:rachael.weston@yorkshiresport.org)

Dr Marlize De Vivo - NCSEM Portfolio Lead

Email: [m.de-vivo@shu.ac.uk](mailto:m.de-vivo@shu.ac.uk)