

Active Wellbeing

Priorities within

Leisure

These are the priorities which have been identified across a number of Local Authorities - local priorities will identify a number of these based on local need.

Priority	Notes	Statistic / information
Children aged 0-11	To ensure that children have the best start in life, with good habits being developed from a young age. Frequently identified are low levels of activity and obesity.	There are currently seven million children aged five to 15 in England and more than half are not doing the recommended daily amount of exercise. [Sport England website, Nov 25].
Children and young people aged 12-19	To ensure that children and young people maintain/develop good habits from a young age and into adulthood. Frequently identified are low levels of activity and obesity.	In our November 2019-20 Active Lives Adult report we saw the activity levels of 16-34-year-olds decrease - with a sharper decrease more evident in the 16-24 age group. [Sport England website, Nov 25].
Older people	To help people age in good health, reducing the level of support needed by external organisations.	As you get older, you're far more likely to become inactive. Our research shows that 42 per cent of people aged 55 and over are inactive compared to 29 per cent of the adult population. [Sport England website, Nov 25].
Women and girls	In many areas, women and girls have reduced participation in physical activities - often with a variety of barriers. Activities specifically targeted to these groups help females access activities improving	39% of women aged 16 and over are not active enough to get the full health benefits of sport and physical activity, compared to 35% of men. [Sport England website, Nov 25].
Multicultural communities	In many areas, people from multicultural communities have reduced participation in physical activities - often with a variety of barriers. By engaging with these communities and p This group often has cross-over with the women and girls category with many women from multicultural	Analysis from our latest Active Lives Adult Survey shows that Mixed and White Other adults continue to have the highest activity levels, while South Asian, Black and those with other ethnic origins are the least likely to be active. [Sport England website, Nov 25].
Disabilities and long term conditions	Physical activity can have many benefits for people with disabilities or long term conditions e.g. easing / improving symptoms, preventing symptoms getting worse, improving general health, improved mental health associated with their condition, improving self-confidence and	We know that people with a long-term health condition, and disabled people are twice as likely to be physically inactive than those without a disability or health condition. [Sport England website, Nov 25].
Low socio-economic communities	People in low socio-economic groups are less likely to participate in organised physical activity due to barriers related to cost. Ensuring there are opportunities to access activities will help improve wellbeing within this priority group. On a local level there are typically identified areas/wards.	It found that people in lower socio-economic groups (LSEs) are the most likely to be inactive (33%) and the least likely to be active (54%). And with nearly a third of the adult population in England - around 12 million people - in a LSEG, that is a significant number of people who could reap huge benefits from being more active. [Sport England website, Nov 25].
Physical health	To ensure all communities are able to live well and be healthy. This includes weight management, obesity, smoking cessation.	One in four people in England do less than 30 minutes of physical activity a week. But our research also shows that those who do the least activity stand to benefit the most, even if it's just small changes like gentle jogging, swimming or playing rounders in the park. [Sport England website, Nov 25].
Mental health	Mental health has been identified as improving with physical activity. People have become comfortable with discussing mental health and engaging with opportunities to improve their mental health. This has enabled leisure facilities to provide opportunities for people to improve their overall	We published a report in October 2024 that shows there is "strong and consistent evidence that sport and physical activity interventions had positive effects on the diagnosed mental health problems of children and young people". [Sport England website, Nov 25].
Referral schemes	To provide a route for medical professionals to prescribe 'exercise on referral' to those people whose conditions would benefit from physical activity.	People who do regular physical activity have a lower risk of: coronary heart disease and stroke, type 2 diabetes, bowel cancer, breast cancer in women, early death, osteoarthritis, hip fracture, falls (among older adults), depression, dementia, including Alzheimer's disease. [NHS website, Nov 25].
Those in care, care leavers and carers	Those in care and care leavers are likely to have reduced access to physical activity - access can help improve care leavers self-confidence. Carers are often time poor leading to reduced physical	
All (other) inequalities	Other communities/groups who experience inequalities which may/may not impact them accessing physical activities. The aim is to include the whole community and for members of that community to feel comfortable and welcome at the leisure centres. These communities include, but are not exclusively LGBTQ+, veterans, specific localities, inclusion groups such as those experiencing	Our research show that people who state they have no religion are more likely to be physically active compared to those that belong to a faith group.

	Starting Well	Starting & Growing Well	Growing Well	Growing & Living Well	Growing & Living Well	Living Well	Living Well	Living & Aging Well	Living & Aging Well	All	All	All	All	Other notes captured throughout	Ambitions for 2026
	Early Years Sessions	Children (aged 5-11)	Young People (aged 12-18)	Carers, those in care & care leavers	Women & Girls	Behaviour Change Support for healthy lifestyles (e.g. activity, obesity, smoking, substance misuse)	People with disabilities & SEN Sessions	GP Referral & Cardiac Referral	Older people (Inc. Veterans)	Multicultural Communities	Low SE Groups	Mental Health	Other		
249 Core contract delivery	Adult and toddler swim sessions. Active zone soft play at the Leys. Parent and toddler group at ice rink.	Swim school. Looking to do kids camps, Tag X, soft play, under 17s free swimming	Tag X and junior gym.	Looking to offer membership for children in Foster Care with Council. Offer Bonus membership for people who are carers.	Lift the Curfew, Women's only swimming at the Leys,	GLP-1 Pathway	Disability swims. Quiet Hours. SEN Soft Play, SEN Swimming at Hinksey. SEN & Disability Ice Skating session. British Ice Skating support the Disability session and want to do more.	Type 2 Diabetes will be a referral pathway into GP ref. About to launch GP referral, Barton and their Leys.	E-Gym at Leys & Ferry, 50+ Badminton, Good Boost in Barton. Planning to introduce Forever Fit programme of activities. 50+ Swimming.	Muslim Prayers Friday evening at the Leys. Church sessions on a Sunday in a studio. African Families of United Kingdom. Skating and swimming with Syrian refugee and Sycrox & OCA is a Muslim families organisation. Memberships offered to Refugee's	You Move Partnership with council. Children on free school meals are entitled to discounted membership rates and now under 5's. Homeless Pathway Scheme, entitled to 6months free membership for anyone referred on Homeless pathway, work done with Refugees placed in hotels.	Wellbeing Ice Skating & Social session at the Ice Rink, linked with the chatty café. Oxfordshire MIND send people to these sessions.	Community Fund in partnership with the council. Whatever profits Serco make 0.8% go into a community fund. This targets under represented groups they can apply for small grants, facility hire, swimming, memberships, soft play and Gym. Lots of additional one off activities as well e.g. over half term. Community fund funds this. Up to £1k also ask		Looking to get kids camps up and running. Have a children's community coordinator active zone, parties, and kids camps. would like to replicate this across other centres. Lots of gymnastics kit in Ferry. Get the P referral up and running. Also to have some condition specific groups, cancer, post surgery etc. Neuro pathway, falls prevention.

Partners delivering	Mums & babies class.	Dance club, Tw Kondo, Swim club, Footstall, Blackbirds FC football club.	Youth Ambition football and basketball and do sessions in Youth Hub. Similar as young groups. Embed football and cricket academy. Youth Ambition CIC - Looking to use		Women only football groups on 3G. Empowered sisters dance group through community fund will become a regular session. 70+ ladies hire studio to run own yoga session		Disability school provision use pool for swim session. "Keen" disability group hire facilities to do multi sports sessions. Home Education group hire facilities	Cardiac Rehab external provider. Parkinsons group looking to come back to centre.	Age UK looking to hire again to so a social session in the café and activity session in sports hall. Walking Football with Oxford United.			Dad's V Dads - blokes football session.			
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Active Wellbeing

Annual Delivery Plan 2026 - Oxford

National Initiatives

Initiative	Notes	RAG
Early Years established programme		
Baby Welcome policy embedded		
Water Wellbeing - Accreditation achieved		
Teams trained in MI / Behaviour Change		
UK Active Safer Spaces Training		
"Women Who Lift" gym floor programme		
Warm Welcome Hubs - promoted throughout winter		
Lift the Curfew		
Health Campaigns embedded & promoted		

National Initiatives: These are a number of bigger pieces of work that we will look embed across all contracts. More may be added to list as year

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Local Priorities

As identified in key strategic documents locally (e.g. JSNA, ICS, NHS priorities, Local Authority Plans)

	2026 focus area?
Long Term Health Conditions	Yes
Mental Health	Yes
Women and Girls	
Disabilities	Yes
Refugees and Asylum Seekers	
Low Socio-economic Disadvantaged People	
Children and Young People	Yes
Over 50's	
Under 5's	
Multicultural Communities	

Local Priorities: These have been taken from your local JSNA, LA Plans and NHS health data. Please add any additional priorities in here your client has specifically asked we work on.

Focus Areas: For 2026 we are asking you to pick 3 key priority areas you are looking to develop across your contract. Use your "Gap Analysis" picture including the priority areas to help guide your choices.

Local Priorities - Chosen areas of focus for 2026

Long Term Health Conditions

Specific details or areas we would like to address?	Focus on areas of deprivation highlighted within the community insight profile.
Who are the local partners will we look to work with?	NHS, surgeries, social prescribers, client representatives, ICB, local charities, Age UK
Anything else?	Launch the Exercise on Referral Scheme and link with Move Together Pathway

Disabilities	
Specific details or areas we would like to address?	Focus on areas of deprivation highlighted within the community insight profile. Increase opportunities with a network of disability, SEN and neurodivergent sessions
Who are the local partners will we look to work with?	Local charities and national and local sports specific organisations
Anything else?	Link to Move Together and You Move Pathways

Children and Young People	
Specific details or areas we would like to address?	Increase opportunities for people in areas of deprivation, with a focus on contributing to the decrease of anti social behaviour and crime
Who are the local partners will we look to work with?	NHS, CAMHS, social prescribers, client representatives, local charities and organisations, Leys Youth Hub,
Anything else?	Ages 0 to 5 early years and 6 to 18

Other	
Specific details or areas we would like to address?	Mental Health
Who are the local partners will we look to work with?	You Move, Move Together, local charities and NHS
Anything else?	