# DRAFT Active Bristol Strategy 2027 to 2036

**Public Consultation version, November 2026**

**Notes to readers reviewing draft:**

- The Bristol City Council Design Team will format and refine the final document to ensure it is visually engaging, fully accessible and professionally presented. There will be photos that demonstrate a range of activity types across audiences and locations in the city.
- This document includes some terms with specific definitions. The first time these terms are used, they will be underlined, in purple text, and link to the Glossary on page 18 when viewed digitally. You can also see the definition in hover text if viewing digitally.

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# Introduction

This strategy is Bristol's approach to movement, physical activity and sport over the next 10 years.

This is a One City strategy, which means partners across Bristol will own and deliver it together. Partners include Bristol City Council and other public services, voluntary and community organisations, businesses, education providers, health and care partners, and people who live, work or study in Bristol.

We follow the World Health Organisation definition of physical activity as "any movement produced by skeletal muscles that requires energy expenditure". Put simply, this means any movement that uses energy. Physical activity includes:

- everyday activities, such as cleaning the house, gardening, going shopping, running around after your children or walking the dog
- recreational activities, such as dancing, exercise classes, hiking, running, swimming and other sports
- active travel, such as walking, cycling and wheeling

Wheeling is moving independently using wheelchairs, mobility scooters or other mobility aids.

We know people don't always have the same opportunities to be active. Many factors influence how active someone can be, including their culture, education, housing, income, location, safety, social connections, work and mode of transport. These factors are often called the wider determinants of health because they affect health and wellbeing. We need to consider them when we develop investment, partnerships, places, policies and services. Taking this long-term approach will make it easier and fairer for everyone to be active throughout their lives.

For this strategy to succeed, communities, organisations, and services must work together. Through strong partnerships we can improve the health and wellbeing of Bristol residents, by helping more people to move, be physically active and take part in sport.

**Our vision:** A Bristol where being active is easy, enjoyable and part of everyday life, regardless of who you are or where you live.

**This strategy has 3 core objectives:**

1. to set a clear long-term vision, priorities and outcomes for increasing physical activity across Bristol
2. to reduce inequalities in physical inactivity by focusing the most effort where the barriers are greatest
3. to create system change by bringing together communities, organisations and partners around 5 ways of working

The strategy has been shaped by feedback from community workshops, interviews and a citywide survey. Quotes from the survey responses have been included throughout the strategy. More information about the engagement process can be found in Appendix 1.

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The strategy is supported by an Active Bristol Framework for Change and a Measurement, Evaluation and Learning Plan. The framework explains how partners will develop and deliver the strategy and learn together. The learning plan will help us track progress, understand what works and adapt our approach over time.

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# Strategy on a Page

**Vision:** A Bristol where being active is easy, enjoyable and part of everyday life, regardless of who you are or where you live.

**Our 5 ways of working** are central to this strategy and explain how together we will create change.

| Way of Working | System Impact |
|---|---|
| **Being**<br>Confident leadership and shared ownership | Communities, organisations and partnerships across Bristol share responsibility for leading and supporting movement and physical activity. |
| **Thinking**<br>Better use of evidence, insight and learning | Partners use evidence, insight, people's lived experience and shared learning to guide action, decisions and investment. |
| **Relating**<br>Greater trust and community influence | Communities experiencing the greatest inequalities have more influence over decisions, with stronger trust and connection between residents and organisations. |
| **Collaborating**<br>Better coordination between organisations | Partners work across organisations and sectors, bringing together decisions, resources and work to achieve shared goals. |
| **Acting**<br>More collective action and innovation | Partners develop and test community-led approaches and new ideas that work to reduce inequalities in movement and physical activity. |

**Our priorities** set out a focus over the next 10 years to achieve **strategic aims and outcomes**. Equity will guide everything we do. This means making services available to everyone while targeting support for people and communities with the greatest need.

| Priority Area | Strategic Aim | Strategic Outcome |
|---|---|---|
| Strengthening leadership and collective action | Build a collaborative, connected and learning-focused approach that makes movement and physical activity everyone's business. | We want people in Bristol to:<br>• find it easier to be active every day<br>• have fair opportunities to be active in ways that are enjoyable and meaningful to them<br>• improve their health, happiness and connections with others through being active<br><br>We expect this strategy to contribute to:<br>• reduced physical inactivity<br>• increased physical activity<br>• fairer participation in physical activity across communities and population groups<br>• more people reporting better wellbeing<br>• more years spent in good health, particularly for people living in deprived areas<br>• increased walking, wheeling and cycling as part of everyday life<br>• increased participation in sport |
| Creating places that make being active easy | Create accessible, safe and welcoming places where people of all ages and backgrounds can be active, including Disabled residents, older people, and women and girls. | |
| Embedding movement in care, health and prevention | Make physical activity a key part of helping people to live well for longer, prevent illness and stay healthy by strengthening collaboration across care and health services. | |
| Helping children and young people build active habits for life | Create the conditions for all children and young people to develop an enjoyable, lifelong and positive relationship with movement. | |
| Supporting communities to lead and shape local opportunities | Support communities to connect, design and lead opportunities for movement that reflect local interests, cultures, needs and strengths. | |

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# The importance of physical activity

## The bigger picture

- the greatest health and economic benefits come from helping people who are physically inactive to take part in some physical activity (NHS England)
- one in 6 deaths in the UK are associated with physical inactivity (NHS England)
- physical inactivity costs the UK an estimated £7.4 billion each year, including £900 million in costs to the NHS (OHID 2022)
- 72% of adults with a mental health condition said physical activity helped them stay well and made them less likely to take time off work (UK Active 2025)
- every £1 spent on community sport and physical activity generates an estimated £4.38 in social value (Sport England 2025)

## Health benefits

Regular physical activity can reduce the risk of:

- dying early by up to 30%
- cardiovascular disease by up to 35%
- Type 2 diabetes by up to 40%
- colon cancer by up to 30%
- breast cancer by up to 20%
- depression by up to 30%
- hip fractures by up to 65%
- dementia by up to 30% (OHID 2022)

## More than physical health

Regular physical activity can:

- reduce anxiety and stress
- boost self-esteem
- help people sleep better
- improve mood and overall happiness
- strengthen social connection
- increase confidence
- create a sense of belonging
(NHS 2024, Sport England 2025)

## How the Active Bristol Strategy supports the One City missions

Increasing physical activity will help us achieve all 4 missions.

**1. An inclusive, sustainable and equitable economy**

Good work starts with good health. People's health and mobility can affect their ability to find work, stay in work and do their jobs well. Helping more people to be active can improve health, reduce inequalities and support an inclusive economy.

**2. Life chances are not determined by circumstances**

Everyone should have a fair opportunity to be active. However, access to activities, safe spaces and transport varies across Bristol. The strategy aims to remove these barriers rather than placing responsibility on individuals.

**3. Connected and cohesive communities**

Movement and sport can bring people together. Active travel, shared public spaces and walkable neighbourhoods create more opportunities for everyday interaction, helping communities build connections, build trust and unite around a shared purpose.

**4. A climate-resilient city**

Cycling, walking and wheeling for everyday journeys can reduce emissions, improve air quality and support healthier lives. Designing places that help people move more can also support Bristol's climate and nature recovery goals.

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## The challenge

Bristol is often seen as an active city, with many opportunities, facilities and spaces that help people to be active. However, this overall picture hides big differences in people's experiences and opportunities to be active.

Health outcomes vary considerably across Bristol. People living in the city's most affluent areas can expect to spend over 16 years more in good health than people living in areas with the highest levels of deprivation (JSNA 2026).

Communities experiencing the poorest health often face the greatest barriers to movement and physical activity. This can create a cycle where inactivity contributes to poor health, while poor health makes it harder to be active.

National surveys (Sport England 2025) and local surveys (Bristol City Council 2025) show that some people are more likely to be inactive than others, including:

- people living in our most deprived areas
- Disabled people
- older adults
- people with a long-term health condition or illness
- people who are unemployed
- Black, Asian and minoritised ethnic groups

People who experience more than one of these factors can face even greater barriers. For example, 44% of adults with 2 or more of these characteristics are active, compared with 82% of adults with none of them (Sport England 2025).

Other groups face barriers to being active. Refugees and asylum seekers can find it difficult to identify affordable, accessible and welcoming opportunities. Barriers can include cost, transport and language. Women and girls have told us about barriers including caring responsibilities, confidence, cultural expectations, safety concerns and whether activities meet their needs.

"As a woman it is not safe to run after dark in my local area."

Helping children and young people to be active is equally important. Currently, only 41% of Bristol's children are active enough to support good health and development (Sport England 2025).

Some children and young people are less likely to be active than others. This includes children who don't have access to safe outdoor spaces, experience several forms of disadvantage, or are girls (Sport England 2025).

The Bristol Pupil Voice Survey (Bristol City Council and Bristol Healthy Schools 2025) also found lower activity levels among children and young people who:

- are female, gender-diverse or LGBQ+
- get free school meals
- have special educational needs or learning difficulties
- are young carers

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- are from a single-parent household
- have a family or household member who has been in prison.

Being active during childhood helps people to build habits that continue into adulthood. However, more Bristol pupils are becoming eligible for free school meals, while many families with young children face growing pressures linked to housing and the cost of living. These pressures can make it harder for children and families to be active.

"Kids activities are very expensive... Transport, kit, proper nutrition, travelling distances for competitions... is very hard on lower income."

## The strategic context

Physical activity supports a wide range of economic, environmental outcomes and social goals. National policies, including the NHS 10 Year Health Plan and Sport England's Uniting the Movement strategy, recognise its role in preventing ill health, reducing inequalities and helping people lead active lives. They emphasise the importance of supporting people who face the greatest barriers to being active.

The places where people live, learn, spend time and work can affect whether being active feels possible, safe and welcoming. The National Planning Policy Framework recognises the importance of:

- creating healthy and inclusive places
- supporting active travel
- providing access to high-quality open spaces, leisure facilities and community infrastructure
- designing streets and neighbourhoods that help people to be active

Together, these measures can make physical activity a natural part of everyday life.

At a regional level, this strategy aligns with the West of England Mayoral Combined Authority's priorities for:

- economic growth
- public transport and active travel
- homes and communities
- children and families

Physical activity can support these priorities by improving health, wellbeing, connectivity, inclusion and economic participation. It therefore has an important role in creating a fairer, healthier and more prosperous West of England.

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At a local level, the strategy supports Bristol's One City vision to create a fair, healthy and sustainable city where everyone can share in its success. It also aligns with the:

- Health and Wellbeing Board’s strategic priorities
- integrated care system's focus on prevention, healthy weight and population health
- Bristol’s commitment to becoming an Age-Friendly City
- Transport Board’s vision
- the emerging Bristol Local Plan 2022 to 2040

The local plan supports the strategy through its focus on healthy and connected neighbourhoods, active travel, accessible community facilities and high-quality green spaces. This is seen in our Healthy Streets approach and Liveable Neighbourhoods.

Physical activity is not an outcome in itself, but it helps us achieve our wider goals to:

- improve health and wellbeing
- reduce inequalities
- strengthen communities and social connections
- help children and young people thrive
- help people remain independent for longer

The strategy is therefore relevant far beyond the sport and physical activity sector. Creating a more active Bristol requires collaboration across:

- community development
- community safety
- education
- employment
- health and care
- housing
- planning
- transport

The NHS, police, education providers, community organisations, sport and leisure providers and local government all have a role to play.

Physical activity must not be viewed as a standalone issue. By working together across organisations, sectors and communities, we can make physical activity easier, more accessible and part of everyday life for everyone in Bristol.

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# System change: how we will work differently

Improving physical activity levels across Bristol will take more than providing programmes and activities. We need long-term, coordinated changes across policy, environments, services and communities.

The conversations that shaped this strategy gave us a clear message: people want movement, physical activity and sport to feel accessible, enjoyable and possible as part of everyday life.

"Make it more joyful, about connection and passion, rather than sport and movement feeling like a chore."

People are more likely to stay active when they enjoy movement and can connect it to their cultures, everyday lives and interests. Creating positive experiences is therefore just as important as providing opportunities to be active.

We asked people: "Do you have the same chances to move and be active as other people?" Their responses showed how much people's experiences differ. Some recognised that their health, income and available time gave them access to more activities.

"I'm healthy and well off enough to afford options many others may not be able to access."

Other people described feeling excluded:

"Feel marooned and forgotten about."

These personal experiences reflect a wider challenge. The places where people live, learn spend time, travel and work can affect whether movement feels possible, welcoming and part of everyday life. Community venues, cycle paths, healthcare services, neighbourhoods, parks, schools, streets, walking routes and workplaces all play a part.

However, people do not benefit from these places and services equally. Many factors can affect whether someone can be active, including:

- housing
- transport
- income
- safety
- education
- local services
- health and social connections
- community planning

"Public transport routes should consider access to leisure facilities so that there are no pockets of Bristol who cannot get to a leisure centre within a reasonable timeframe."

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The decisions we make, the services we provide, the environments we create and the way organisations work together all influence these factors. To reduce inequalities, we need to change the conditions around people, rather than placing responsibility on individuals.

This strategy therefore looks at the whole system around physical activity. It aims to make movement easier, welcoming and achievable, particularly for people and communities facing the greatest barriers.

Our approach draws on learning from Sport England's work with local communities and research by the National Evaluation and Learning Partnership into reducing inequalities in physical activity. The research identifies 9 'Conditions for Change' that support lasting change:

1. **Identifying the barriers and the enablers:** Finding out what makes it hard or easy for people to be active.
2. **Ways of working – Collaboration:** Groups and organisations working together, sharing resources, and reducing duplication to drive innovative policy and practice.
3. **Leadership:** Policymakers, workforce, volunteers, and residents acting together to build on strengths and remove barriers.
4. **Community-led action:** Local people leading initiatives and shaping action supported by community-focused strategies.
5. **Organisational policies, processes, and structures:** Setting up organisations to work flexibly and collaboratively with systems that enable equity-focused ways of working.
6. **Capacity and capability across the workforce and communities:** Developing the skills, training, and joint-working ability of workers, volunteers, and community members.
7. **Cultures and practices that value wellbeing:** Creating a culturally inclusive social environment where physical activity and wellbeing are valued by everyone.
8. **Built and natural environments:** Designing physical and local environments that make it easy and safe for people to be active.
9. **Cycles of learning and action:** Continuously reflecting, evaluating, and adapting approaches based on real-world insights and feedback

These factors have shaped Bristol's 5 ways of working and give partners across the city a clear, evidence-based approach.

System change takes time. That is why this strategy makes a 10-year commitment to creating a more active and fairer Bristol.

## It will take all of us: an invitation

This strategy invites everyone to think differently about movement and physical activity, and to help create a more active Bristol.

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No single organisation, sector or service can create the conditions for active lives alone. We all have something to contribute.

Bristol has strong foundations to build on, including:

- voluntary and community organisations
- parks and green spaces
- schools and universities
- Family Hubs and youth services
- sports clubs and leisure centres
- local knowledge and a culture of collaboration

Many organisations, partnerships and services already work in ways that support the aims of this strategy. Existing networks, including Bristol's One City Approach and the Bristol Active City Network, provide a strong foundation for collective action.

"I feel so blessed to live in a community with a thriving community centre whose programmes and resources I trust wholeheartedly are there to support people to live well in a diverse low-income neighbourhood."

"Through citywide collaborations such as Bristol Active City Network members have collaborated on opportunities together. People coming together to connect, share and discuss on a regular basis has developed more of an open, connected system."

This strategy will strengthen these connections and make movement and physical activity part of the work that already shapes residents' lives. Everyone can help, whether they are:

- planning neighbourhoods
- designing transport systems
- supporting families
- leading an organisation
- working in communities
- volunteering locally
- living in Bristol

Achieving our vision will require curiosity, openness and a willingness to work differently.

"Everyone has a role to play and can make it easier for people to make more active choices."

## How this strategy will help shape decisions

This strategy will help organisations across Bristol by:

- prioritising investment towards communities experiencing the greatest inequalities in physical activity and health outcomes

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- influencing the design of neighbourhoods, streets, parks and public spaces so they support active and healthy lives
- shaping how community facilities, green spaces and local assets are used
- informing commissioning and funding for physical activity, prevention and community wellbeing
- encouraging policies, services and investments that reduce inequalities and enable more active lives

## Our approach

This strategy brings partners across Bristol together through the One City Approach. Achieving our vision will depend not only on what we do, but how we do it. Our success will be shaped by decisions we make, the relationships we build and the trust we develop.

We have identified **5 ways of working** that will guide how partners, communities and organisations work together across Bristol.

| **Way of Working** | **System Impact** |
|---|---|
| **Being**<br>Confident leadership and shared ownership | Communities, organisations and partnerships across Bristol share responsibility for leading and supporting movement and physical activity. |
| **Thinking**<br>Better use of evidence, insight and learning | Partners use evidence, insight, people's lived experience and shared learning to guide action, decisions and investment. |
| **Relating**<br>Greater trust and community influence | Communities experiencing the greatest inequalities have more influence over decisions, with stronger trust and connection between residents and organisations. |
| **Collaborating**<br>Better coordination between organisations | Partners work across organisations and sectors, bringing together decisions, resources and work to achieve shared goals. |
| **Acting**<br>More collective action and innovation | Partners develop and test community-led approaches and new ideas that work to reduce inequalities in movement and physical activity. |

## Our priorities

Our priorities give us a clear focus for the next 10 years on how we will help more people in Bristol to live active lives. They reflect what communities, partners and stakeholders have told us needs to change to reduce inequalities in movement and physical activity.

Together, these priorities provide a shared focus for collaboration, learning and investment across the city. They will be delivered through our systems approach and our 5 ways of working, with a particular focus on communities facing the greatest barriers to being active.

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## Priority 1: Strengthening leadership and collective action

Build a collaborative, connected and learning-focused approach that makes movement and physical activity everyone's business.

We will:

- bring organisations, communities and services together to make coordinated decisions
- strengthen leadership across organisations, sectors and partnerships
- consider movement and physical activity when developing policies for health, planning, housing, transport, climate and education
- share information, learning and ideas to understand what works
- support collaborative, coordinated and open decision-making

**What this could look like for residents:**

- community leadership programmes
- events where communities, organisations and services can learn from one another
- better-connected services and organisations that make it easier to find activities and support
- organisations sharing funding, spaces, knowledge and resources more openly

"Listen to local people. The answers should be from grassroots up."

## Priority 2: Creating places that make being active easy

Create accessible, safe and welcoming places where people of all ages and backgrounds can be active, including Disabled residents, older people, and women and girls.

We will:

- prioritise active design when making decisions about development, investment and planning for neighbourhoods, streets, parks and public spaces
- make better use of community centres, facilities, parks and schools, recognising the role they can play in helping people to be active
- improve links between transport, planning and health to support active travel
- address local barriers to being active, including poor access, safety concerns and unsuitable environments

**What this could look like for residents:**

- improved access, seating and facilities in local parks
- more activities in school, community centres and other local facilities
- safer walking, wheeling and cycling routes
- community-led projects that address local barriers and support safe spaces where children can play

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"Feeling safe and seen in our communities is key. We won't go anywhere or access anything if we fear for our safety as soon as we step out into the street."

## Priority 3: Embedding movement in health, care and prevention

Make physical activity a key part of helping people to live well for longer, prevent illness and stay healthy by strengthening collaboration across care and health services.

We will:

- include movement and physical activity in health and care services
- help healthcare professionals connect people with local activities and support
- support older adults and people with long-term health conditions to age well, be more active, maintain their independence and reduce their risk of falls
- strengthen coordination between community, health and social care to help prevent ill health

**What this could look like for residents:**

- more consistent support to be active as part of everyday healthcare
- clear information about suitable local activities
- easier referrals from healthcare professionals to local activities and support
- more access to activities that meet people's individual needs, including strength and balance classes

"Everyone should have easy cheap access to sport and activity as a way to prevent illness."

## Priority 4: Helping children and young people build active habits for life

Create the conditions for all children and young people develop an enjoyable, lifelong and positive relationship with movement.

We will:

- involve children and young people in decisions that affect them
- support community organisations, education providers and families to make physical activity a priority
- build stronger links between schools, sports clubs, local providers and community organisations
- remove barriers faced by children and young people who are girls, have SEND or experience multiple disadvantages
- support safe and welcoming places where active play, active travel and movement are part of everyday life

**What this could look like for residents:**

- people who listen to children and young people

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- support for schools to improve PE
- easier ways to find local clubs and activities
- easier access to free local play and informal sport facilities
- better road safety and more opportunities for active travel around schools

"When a 10-year-old can safely cycle to school then you did your job properly."

## Priority 5: Supporting communities to lead and shape local opportunities

Support communities to connect, design and lead opportunities for movement that reflect local interests, cultures, needs and strengths.

We will:

- build stronger relationships with community organisations and local leaders
- support community-led approaches and shared decision-making
- address barriers to taking part, including cost, culture, confidence, practical challenges and social isolation
- provide volunteering, training and development opportunities that help make the workforce more representative of Bristol's communities

**What this could look like for residents:**

- more influence in what happens in local communities
- activities designed and led by local people, for example British Sign Language (BSL) netball sessions
- more free or low-cost activities in local neighbourhoods
- opportunities to gain skills, qualifications and experiences
- sharing positive local stories that encourage others to get involved

"Empower local residents to run their own sessions."

## Our focus on equity

Equity is at the heart of the Active Bristol Strategy. It will guide our actions and decisions over the next 10 years.

We want everyone in Bristol to have opportunities to be active. To achieve this, we will focus the greatest effort and investment on the people and communities facing the biggest barriers to movement, physical activity and good health.

Equity doesn't mean treating everyone in the same way. It means recognising that people face different barriers and providing the support they need to thrive.

Organisations, partners and services will need to work differently by:

- building trusted relationships with communities

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- listening to people's lived experiences
- using evidence to guide decisions
- be willing to share responsibilities and decision-making

We must also recognise that people may face several connected barriers. Opportunities for movement and physical activity must reflect the needs, strengths and priorities of the communities experiencing the greatest inequalities.

## Our 10-year outcomes

By focusing on our 5 priorities and ways of working, we want to create lasting change for people in Bristol.

We want people in Bristol to:

- find it easier to be active every day
- have fair opportunities to be active in ways that are enjoyable and meaningful to them
- improve their health, happiness and connections with others through being active

We expect this strategy to contribute to:

- reduced physical inactivity
- increased physical activity
- fairer participation in physical activity across communities and population groups
- more people reporting better wellbeing
- more years spent in good health, particularly for people living in deprived areas
- increased walking, wheeling and cycling as part of everyday life
- increased participation in sport

## How will we know we are making a difference?

This strategy introduces a different way of working. We will measure success through changes in activity levels and health outcomes, as well as changes to the systems, places and relationships that support active lives.

We want to understand what is changing and how change happens. We will explore:

- what helps people to be active
- which relationships, environments, decisions and approaches make the greatest difference
- what can we learn and improve

We will learn as we evaluate our work. We will use data, evidence, insight and people's lived experiences to understand what works, what doesn't work and where we need to adapt.

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This approach asks us to be brave, open and reflective. Communities and organisations across Bristol are already adapting their work, learning together and testing new approaches. This strategy will build on these experiences and bring them together.

Two documents support the strategy:

- **The Active Bristol Framework for Change** sets out how communities, organisations and services will work together to achieve our shared vision. It will guide our 5 ways of working, while allowing us to learn and adapt. The first framework will set out our plans for the first 5 years of the Active Bristol Strategy.
- **A Measurement, Evaluation and Learning Plan** sets out what we want to achieve and how we will assess whether our work is making a difference. The evidence and learning we gather will guide our actions and decisions. It will also help us develop the Active Bristol Strategy for years 6 to10. Not everything we try will work the first time. We will test ideas, learn from what works and what doesn't, and adapt our approach. By sharing data, evidence insight and people's experiences, we can strengthen our work over time.

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# Glossary

| Term | Description |
|---|---|
| **Active design** | Designing buildings, streets and public spaces in ways that encourage people to walk, wheel, cycle and be active as part of everyday life. |
| **Active travel** | Everyday journeys made by walking, wheeling or cycling rather than travelling by car. |
| **Collective action** | People, communities and organisations working together to achieve shared goals. |
| **Community-led** | Planned, designed or delivered by local people to meet the needs of their community. |
| **Equity** | Providing different levels of support according to need, so everyone has a fair opportunity to be active. |
| **Gender-diverse** | People whose gender identity does not fit traditional ideas of being male or female. The Pupil Voice Survey includes transgender young people within this group. |
| **Inequalities** | Unfair and avoidable differences in people's opportunities, health or life outcomes. These can be linked to factors such as income, disability, ethnicity, age, gender or where people live. |
| **Integrated Care System (ICS)** | A partnership of organisations that work together to plan and deliver health and care services. |
| **LGBQ+** | Lesbian, Gay, Bisexual, Queer or Questioning, and other related identities represented by the "+". |
| **Lived experience** | Knowledge and understanding gained through personal experience of a particular issue or situation. |
| **Minoritised ethnic groups** | Ethnic groups that experience disadvantage because of social and structural inequalities. |
| **Multiple disadvantages** | Experiencing more than one factor that may affect opportunities or wellbeing, such as low income, disability or poor health. |
| **One City Approach** | Bristol's way of bringing organisations, communities and partners together to work towards shared goals. |
| **Physical inactivity** | Not doing enough physical activity to meet recommended levels for good health. |
| **SEND** | Special Educational Needs and Disabilities. |
| **System change** | Changes to policies, environments, services, relationships and decision-making to address root causes rather than symptoms. |
| **Systems approach** | A way of working that recognises activity levels are influenced by many interconnected factors, not just individual choices. |
| **Wellbeing** | How people feel and function in their daily lives, including their physical health, mental health, relationships and sense of purpose. |
| **Young carer** | A child or young person who helps care for a family member due to illness, disability, mental health needs or substance misuse. |

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# Appendix 1: Community Engagement Process

Many aspects of people's lives affect how they move and take part in physical activity. We therefore needed to understand the experiences, needs and priorities of people and communities across Bristol when developing the Active Bristol Strategy.

Bristol City Council, Wesport and Miova undertook an extensive programme of community and stakeholder engagement throughout the development of the strategy and its supporting framework. Their feedback helped us:

- identify priorities
- understand the barriers to and opportunities for being active
- shape the strategy's direction and ways of working

## Workshops

- 101 participants
- Micro: for local residents, x3 workshops across the city
- Nano: for delivery organisations and settings, including school staff, facility operators, healthcare staff
- Meso: for operational and community leaders, including VCSE leaders, neighburhood leads
- Macro: for strategic leaders, One City Board members, elected members and chief executives

## Survey

- 348 responses
- City-wide survey for professionals and residents
- Linked to activities from workshops exploring themes such as trust, equality, support required, barriers, enablers and opportunities.

## Interviews

- Deep dive interviews with 17 people from different sectors, organisations, roles and backgrounds to explore challenges, opportunities, feasibility and the roles that stakeholders could play.

## Strategy Development Group

- 30 people from different sectors and organisations contributed to sense check and contribute to the strategy's development.
- Focus on:
  - Vision
  - Priorities
  - Outcomes
  - General approach
  - Framework

Public consultation

## Organisations who contributed:

Our thanks to all the individuals and organisations who shared their thoughts through this process and contributed to the development of the Active Bristol Strategy.

- Local residents
- Access Sport
- Activity Alliance
- African Voices Forum and Enyz Childminding
- Age UK Bristol
- Angling Trust
- Ashton Gate Primary School
- AtkinsRéalis
- Avon and Somerset Constabulary
- Badminton England
- BNSSG ICB
- BrisDoc
- Bristol After Stroke
- Bristol Ariel Rowing Club
- Bristol Bears Foundation
- Bristol Black South West Network
- Bristol Business Improvement District
- Bristol City Robins Foundation
- Bristol City Council: Councillors, Adult Social Care, Children and Families, Education, Public Health and Communities, Growth and Regeneration, Planning, Parks, Policy and Strategy
- Bristol Disability Equality Forum
- Bristol Health Partners
- Bristol Horn Youth Concern
- Bristol Indoor Bowls Club
- Bristol Older People's Forum
- Bristol Parks Tennis
- Bristol Walking Alliance
- Cabot Learning Federation
- Campus Skateparks
- Centre for Deaf and Hard of Hearing People
- Children's Scrapstore
- Chinese Community Wellbeing Society
- City of Bristol College
- Everyone Active
- Gloucestershire Cricket Foundation
- Hengrove Park Leisure Centre
- Hillfields Community Garden
- Horfield Health Centre
- Imperial Sports Ground
- JumpStart Food and Fitness
- Knowle West Health Park Company
- Lockleaze Sports Centre
- Lunar Cycles
- NextGen Circle
- Off The Record
- One City Transport Board
- Open Minds Active CIC
- People First
- Ramblers
- Ridge and Partners
- SGS College
- Sight Support West of England
- Sirona Care and Health
- Sport England
- St Mary Redcliffe School
- Swim England
- Tobacco Factory Theatres
- University of Bristol
- UWE Bristol
- WECIL
- Wesport
- YTKO

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# Appendix 2: Related Strategies and Policies

The Active Bristol Strategy connects with a range of local, regional and national strategies and policies.

Together, they aim to:

- improve health and wellbeing
- reduce inequalities
- create healthy places
- strengthen communities
- help more people to be active throughout their lives

## National strategies and policies

| Strategy | Relevance to Active Bristol Strategy |
|---|---|
| Get Active: A Strategy for the Future of Sport and Physical Activity (2023) | The government's current strategy for tackling inactivity, increasing participation and reducing inequalities. Aligns strongly with Active Bristol's focus on children and young people, equity, evidence and places to be active. |
| NHS 10 Year Health Plan | Supports prevention, reducing health inequalities and helping people live healthier lives for longer through community-based approaches. |
| Sport England: Uniting the Movement | Provides a national framework for addressing inequalities in physical activity and creating positive experiences for all. |
| UK Chief Medical Officers' Physical Activity Guidelines | Provides the evidence base and recommended activity levels across the life course. |
| National Planning Policy Framework (NPPF) | Supports healthy places, active travel, access to open space and community infrastructure. |
| Active Travel England Framework and Guidance | Promotes walking, wheeling and cycling as everyday forms of physical activity and influences planning and transport policy. |

## Regional strategies and policies

| Strategy | Relevance to Active Bristol Strategy |
|---|---|
| West of England Mayoral Combined Authority Growth Strategy | Aligns with Active Bristol through shared ambitions for transport, active travel, homes and communities, economic participation and improving outcomes for children and families. |
| West of England Transport Vision | Supports walking, cycling and sustainable transport choices that contribute to physical activity and healthier communities. |
| West of England Walking and Cycling Infrastructure Plan | Details planned improvements to walking and cycling infrastructure that will be key to developing places where movement feels more possible. |
| BNSSG Integrated Care System Joint Forward Plan | Supports prevention, population health management and reducing health inequalities across Bristol, North Somerset and South Gloucestershire. |

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|---|---|
| Wesport Strategy | Supports place-based approaches to increasing activity and reducing inequalities across the West of England. |
| Why Weight? Pledge | A commitment to creating environments where everyone in Bristol, North Somerset and South Gloucestershire has the access and ability to eat well, feel well and be active. |

## Bristol strategies and policies

| Strategy | Relevance to Active Bristol Strategy |
|---|---|
| Bristol Age-Friendly City Strategy 2022 | Links directly to Priority 3 and the strategy's focus on healthy ageing, independence and reducing falls among older adults. The strategy is due for renewal in 2027. |
| Bristol Age-Friendly City Action Plan 2022 | Links directly to Priority 3 and the strategy's focus on healthy ageing, independence and reducing falls among older adults. The action plan is due for renewal in 2027. |
| Bristol City Council Corporate Strategy 2025-2030 | The Active Bristol strategy aligns with the council's ambition to be One Council, One City, Many Communities and Prevention Focused. Increasing physical activity can contribute to each of the 5 priorities identified. |
| Bristol Harbour Place Shaping Strategy 2025-2045 | Its focus on creating an active, accessible and inclusive harbour aligns with Active Bristol's ambitions to increase physical activity, improve wellbeing and create environments that enable active lifestyles. |
| Bristol Health Needs Analysis for Physical Activity 2025 | Summarises the evidence base of physical activity levels across the city for different population groups and identifies areas' Liveability, Accessibility and Equality as areas of action which closely align with the Active Bristol Strategy. |
| Bristol Joint Strategic Needs Assessment (JSNA) | Provides the evidence base on health inequalities, healthy life expectancy and population need. |
| Bristol Local Plan | Supports healthy neighbourhoods, active travel, green infrastructure and community facilities. Emerging Bristol Local Plan 2022 to 2040 adoption expected late 2026 or early 2027. New Bristol Local Plan 2045 consultation is expected January 2028 to be adopted by April 2029. |
| Bristol One City Plan | The overarching city vision. Active Bristol contributes to health, wellbeing, children and young people, transport, environment and equality ambitions. |
| Bristol Parks and Green Spaces Strategy 2024-2039 | Recognises parks and green spaces as important assets for recreation, health and wellbeing. Key to Priority 2 and creating places that make being active easy. |
| Bristol Playing Pitch Strategy 2026-2040 | Helps guide protection, improvement and investment into playing pitch provision. Key to Priority 2 and creating places that make being active easy. |
| Bristol Transport Strategy and Vision | Promotes active and sustainable travel, helping integrate movement into everyday life. |
| Bristol's Belonging and Thriving Strategy 2025-2030 | Supports the strategy's ambitions around supporting children and young people to thrive in their communities and in education. |

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|---|---|
| Healthy Streets Approach | Healthy Streets is a tried and tested, all-encompassing approach to how we design, manage and use our streets, with a focus on making them more accessible and people centred. It is based on 10 indicators that reflect everyday experience – such as the ease of crossing, the amount of shade and shelter, or how safe and welcoming streets are. |
| One City Climate Strategy 2020-2030 | Active travel supports Bristol's ambitions to reduce carbon emissions while improving health outcomes. |

## Bristol strategies and policies in development

| **Strategy** | **Relevance to Active Bristol Strategy** |
|---|---|
| Bristol Built Sport and Active Recreation Facilities Strategy | Helps guide investment in sports facilities, community infrastructure and access to opportunities for physical activity. Key to Priority 2 and creating places that make being active easy. |
| Bristol Clean Air Strategy | Active travel is a key component of reducing air pollution so everyone can breathe healthy air. |
| Bristol Community Cohesion Plan | Sport and physical activity opportunities can help bring different communities together. |
| Bristol Culture Strategy | Culture often works alongside sport, physical activity and active lifestyles to support health and wellbeing. |
| Bristol Health and Wellbeing Strategy | Shared city priorities for improving health outcomes and reducing inequalities. |
| Bristol Kerbside Strategy | Promoting walking, wheeling and cycling. |

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