

Coventry: City of *Movement* Strategy



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PART 1: INTRODUCTION

This is Coventry's City of Movement Strategy.

This strategy is produced from a position of strength regarding what we have delivered as a City through our previous strategy where we have developed facilities costing over £100m, invested in parks and green spaces to enable physical activity in local communities and where we were awarded European City of Sport in 2019. We have also developed our Go CV card which has over 130,000 people signed up to receive discounts and promotional material on sports and physical activity in Coventry.

We do however recognise that there is more to do and the ambition of this strategy is straightforward: to encourage more Coventry residents to move more often alongside providing opportunities to take part in more physical activity and sport. The key aim is to reduce health inequalities across the city by better supporting those who face the greatest barriers to being active.

It is the result of an extensive research and consultation process which included direct engagement with over 70 stakeholders representing the NHS, schools, the voluntary sector, representatives from higher and further education (HE/FE), staff from Coventry City Council (CCC), its leisure facilities operator CV Life, Think Active (the active partnership for Coventry, Solihull, and Warwickshire) and the Positive Youth Foundation (PYF). In addition, the strategy's findings and suggested actions are informed by a resident survey (Lets Talk Movement - LTM) which was commissioned by CCC. This gained over 1400 responses.

1.1 Why a city of movement?

Coventry has long been a city that champions movement, physical activity and sport. From its founding role in the cycling industry, it being European City of Sport in 2019¹ to helping deliver the 2022 Commonwealth Games. It is a young, growing, diverse city which has a positive story to tell about how its communities and agencies work together to promote movement, physical activity and sport.

Through developing a city of movement, the aim is to make movement and physical activity an essential part of everyone's daily routine, helping all residents to live long and healthy lives which will form a significant further step in Coventry's story as an active city.

This commitment to supporting the role of physical activity as a preventative measure for ill-health and to improve health outcomes represents a collective, cross sector vision. It stems from the long-term focus on addressing inequality, enshrined within the One Coventry Strategy, the city's population health framework (see figure 1.1 below), its Marmot City status and the government's recent NHS 10-Year Plan all of which recognise the link between movement, physical activity and improved health outcomes.

'Sport & physical activity plays a key role not only in improving our mental & physical wellbeing, but in creating opportunities for people to make new connections, reduce social isolation and bring communities together.'²

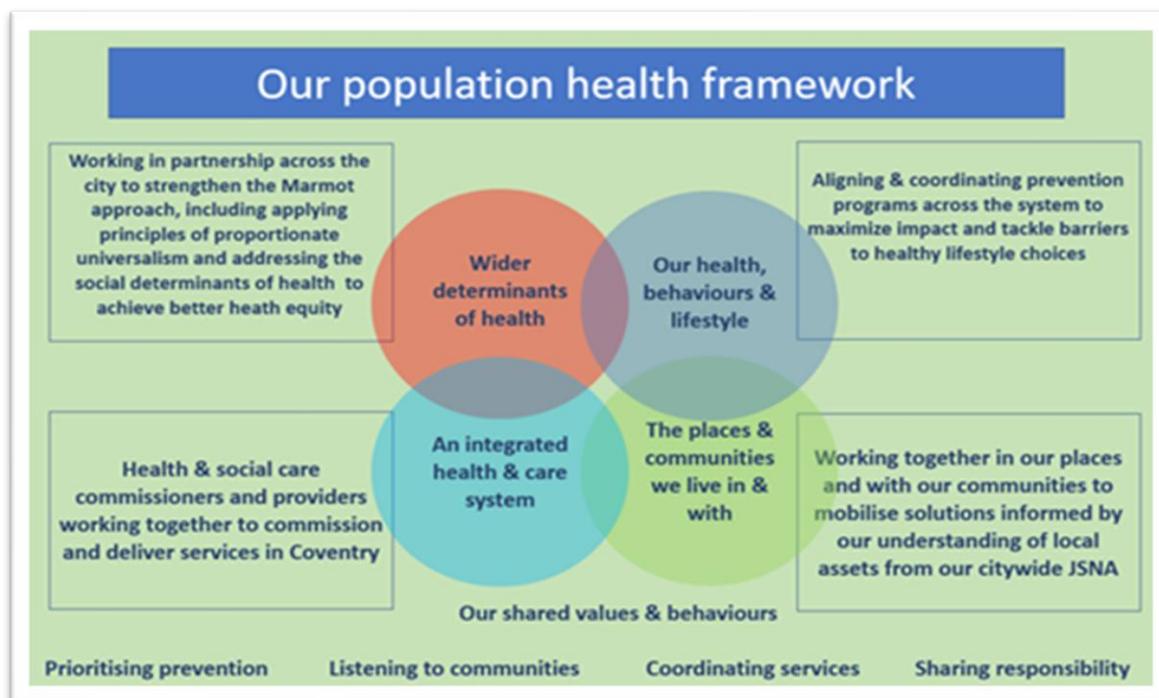
Themes discussed in the strategy align with the Coventry Local Plan (and the 2025 review), its parks and greenspace strategy, its indoor sports (sport/physical activity) facilities strategy, and its playing pitch and outdoor sports strategy, presenting a solid foundation upon which the City can build.

¹ <https://www.europeana.eu/en/stories/coventry-city-of-change-and-movement>

² Coventry Health and Wellbeing Strategy.

Maintaining our progress to truly be a city of movement will require a collaborative effort, led by local community organisations, charities, CCC, agencies such as CV Life, partners in the NHS, schools and community sports clubs. **The effectiveness with which we work together to help residents move more will dictate the success of this strategy.**

Figure 1.1 Coventry population health framework



The impact of cost-of-living challenges, and other ongoing barriers including the legacy of the Covid 19 pandemic have further exacerbated health inequalities across the city. Residents in more deprived areas live shorter lives and spend a greater proportion of their lives in poor health than those who live in less deprived localities. This affects the service delivery of voluntary bodies, community and social enterprises.

Momentum addressing levels of physical inactivity among the city’s most vulnerable residents has been building over recent years. The Coventry on the Move framework established the principle that all people living in the city deserve access to good quality opportunities to be active. A proportionate universalism approach has been adopted, placing focus on supporting those who experience the greatest barriers to participation, such as those with the lowest levels of income or the unemployed, those living in poor housing and people with a long-term limiting illness or disability.

The city has a strong platform to build on based on effective cross sector partnerships and, in Go CV, a sector leading digital scheme with over 130,000 members it can reach an even larger portion of city residents focusing on those who may not as yet be engaged.

In line with the priorities of the city council’s One Coventry plan, its health and wellbeing strategy and principles established by the Marmot approach, this strategy will:

- ◀ Be evidenced based and data driven.
- ◀ Tackle inequalities via a collaborative approach, involving co-production.
- ◀ Use evaluation to demonstrate effectiveness and ensure continuous improvement.
- ◀ Listen to our residents and what matters to them.

It is based around the following three core themes

- ◀ Connecting better.
- ◀ Movement for everyone.
- ◀ A place of movement.

PART 2: living an active life in Coventry

2.1 What do we mean by movement, physical activity and sport?

The World Health Organisation (WHO) defines physical activity as any bodily movement produced by skeletal muscles that requires energy expenditure. Physical activity refers to all movement including during leisure time, for active travel (walking, cycling) to get to and from places, or as part of a person's work or domestic activities.³

The title City of Movement reflects the fact that being physically active takes many forms and occurs in varied settings throughout life. For this reason, it is framed by the broadest definition of movement and physical activity. This encompasses activities in the home and daily routines (such as housework, gardening, shopping), in the workplace or education settings (for example walking between meetings or PE lessons), during leisure time and through active travel (for example, walking or wheeling). These sit alongside more strenuous or sport-based activities, including going to the gym or playing football.

Leisure centres, playing fields, playgrounds, parks and community centres will continue to be hubs of activity where a huge range of activity takes place. It is also accepted that not everyone has equal level of access to these environments and that the standard of these facilities varies across the city.

Whilst Active Lives data suggests that running, swimming, going to the gym and football are currently the most popular⁴ physical activities amongst Coventry residents, many other pursuits are, will be and should be available. Listening to the city's diverse communities, discovering what activities people want to do and then finding ways to support them to take part in, and perhaps lead, these activities will be essential.

2.2 Coventry: demographic profile

Factors such as an individual or family's income level, work status, housing, gender, age, ethnicity, whether they have a disability or live in an economically deprived area, continue to affect their habits around movement and physical activity⁵.

Coventry is one of the most ethnically diverse cities in the UK⁶. More than 50% of schoolchildren are from a defined global majority group (up from just under 40% in 2012).⁷

³ [Physical activity](#)

⁴ Source : Sport England Active Lives 2023/4

⁵ Sport England's Uniting the Movement strategy cites these factors as affecting activity levels.

⁶ 45% of Coventry's population identified as global majority, up from 33% in 2011, which is higher than both the regional (28%) and national average (26%) Source : Census 2021

⁷ According to the latest school census in 2022, 55.9% of Coventry's school children are from a global majority group, this is an increase from 39.7% in 2012 (Coventry City Council, 2022)

Coventry is also a young city having experienced noticeable recent growth in its child (5-14) population, having a large and growing student population and with a higher proportion of residents aged between 25-39 when compared to the rest of England.

The number and proportion of children who live in 'relative poverty' (just under 27% or around 18,000) in Coventry is substantially higher than the national rate (20%). The city has substantial pockets of high overall deprivation; more than 14% of its neighbourhoods are ranked in the 10% most deprived in England.⁸

Where people live in Coventry really matters in terms of their health outcomes. Whilst overall life expectancy for men and women has increased, there remain significant gaps (nearly 15 years for men and 8.5 years for women) between the levels in richer and poorer areas of the city, and fewer residents stay in good health overall as they get older.⁹

The number and proportion of overweight or obese children in Year 6 in the city is also consistently above regional and national levels.

2.3 Current activity levels

Current Sport England Active Lives (ALS) data identifies the following positive trends in respect of levels of activity in Coventry:

- ◀ Fewer adult residents are inactive, and more are regularly active when compared to the region as a whole (see Appendix 1: Figure 2.1).
- ◀ The number of inactive adults living in the more deprived parts of the city has fallen steadily since the Pandemic.
- ◀ Significantly more children and young people are regularly active in Coventry when compared with regional and national levels. It also has lower levels of inactivity compared to regional and national levels (see Appendix 1: Figure 2.2).
- ◀ More disabled people are active in Coventry compared to regional and national levels - and fewer of them are inactive (see Appendix 1: Figure 2.3).
- ◀ In respect of social class, levels of inactivity in Coventry amongst residents of lower social status are significantly higher, versus those of a higher social status, mirroring regional and national trends (see Appendix 1: Figures 2.4 and 2.5).

Further analysis of ALS data¹⁰ in Coventry identifies that its 35-54 and 55-74 age groups contain high proportions of inactive residents when compared to national levels. This has informed recent targeted initiatives such as Coventry Moves.

2.4 Barriers and enablers to activity

Creating a City of Movement which endures for the long term needs to start with properly understanding the make-up, needs and wants of Coventry's residents. Who lives here, what stops people from being more active, the things that may encourage them to be more active and crucially what makes Coventry unique? This sits alongside what we should keep doing to maintain the physical activity levels of those who are already active.

⁸ Coventry is ranked as the 46th most deprived borough in England; 14.4% of the city's neighbourhoods are ranked in the 10% most deprived areas in England (IMD 2019)

⁹ Sources : ONS, One Coventry Plan Annual Performance Report (April 2024 - March 2025)

¹⁰ ALS survey 2021/2

Recognised factors¹¹ which may be preventing people from being active in Coventry include their working patterns (they work long or irregular hours), caring responsibilities, whether English is the first language in their household and whether they have to deal with poor transport links¹². When asked as part of the LTM survey, residents who considered themselves not to be regularly physically active also told us that (amongst other barriers - see Appendix 1) their reasons for not taking part include:

- ◀ Lack to time;
- ◀ Lack of motivation and;
- ◀ No-one to be active with.

In looking to overcome these barriers, learning both in the city and based on best practice guidance is that individuals in the community, including those that lead local groups and organisations are often best placed to unlock issues and deliver solutions that can make change happen. Initiatives such as **Go Foleshill** have taken this approach for example, equipping local women with the skills and confidence to lead activity sessions, creating safe, accessible opportunities for movement within their own communities. When, as part of the LTM, residents were asked about what would motivate them to become active, they cited the following:

- ◀ **Affordable access** - to classes, memberships and transport, with flexible payment options and free or low-cost parking¹³.
- ◀ **Improved information-** about local opportunities, with better promotion and signage.
- ◀ **Inclusive provision-** including women-only, disability-friendly, and culturally appropriate activities.
- ◀ **More group activity in parks** - including walking, running, and exercise sessions for people of all ages and abilities.
- ◀ **Improved safety in parks and other outdoor environments-** especially for women and vulnerable groups, through better lighting, visible security and well-maintained paths.
- ◀ **Better facilities in parks and other public spaces** —such as outdoor gyms, pathways, benches, toilets, and inclusive equipment.
- ◀ **Enhanced connectivity** - with safer walking/cycling routes and reliable public transport to parks and leisure venues.

The following sections of the strategy set out the actions required to achieve the above desired outcomes.

¹¹ Cited in One Coventry Plan Annual Performance Report April 2024 - March 2025)

¹² In consultation, schools, including those with an SEN specialism report that travel costs are currently a significant barrier to young people accessing swimming provision across the city.

¹³ Evaluation of 2022 Commonwealth Games funded activity in the city also noted that free organised activities within localities did result in a level of engagement among people who would not normally participate.

PART 3: ACTIVE SYSTEMS – CONNECTING BETTER

Outcome

The system for movement, physical activity and sport in Coventry is cohesive: creating and sustaining the conditions within which sport and physical activity opportunity is universally promoted, understood, effectively delivered and sustainable.

What needs to be done

- To develop the existing strategy core group into a better-connected place partnership for sport, physical activity and movement that are accountable to deliver the strategy and all place-based investment.
- Through the above partnership secure and deliver investment for the city as part of the Sport England place-based expansion programme.
- To deliver a LGA leadership programme in partnership with Sport England to ensure that sport, physical activity and movement are connected and embedded in approach / co designed with local communities.

What will be different

Our partnership with local organisations will be built upon through extending the range and the reach into communities through establishing a wider network connected to the movement agenda. This will in turn ensure that resources and programmes that become available to us are deployed in a manner that reaches into communities and starts to address some of the barriers identified. The ability to deliver this will be improved through increasing system wide leadership capacity.

What this means

Put simply, this means all agencies in the city being interested in promoting, delivering or assisting people to take part in movement and physical activity working well together to support our residents to be active and move more often. This is an opportunity to build on the solid foundations and strong partnerships created by the Coventry Sports Strategy 2014-2024, Coventry on the Move and Coventry's experiences as the city of culture to be a leading national example of how physical activity, movement and sport can contribute to the health and wellbeing of its communities.

'The public sector has a responsibility to change how it works with community groups across and between sectors. There is an appetite across local and voluntary organisations for more joined-up working to improve awareness and communication of the activities and networks available in the city.' (Coventry JSNA)

Tackling inactivity and getting more people active is a complex outcome to achieve. It requires strong relationships between services, organisations and people who perhaps have not always worked closely together before.

Partners across Coventry are committed to providing collective leadership and advocacy for the City of Movement, working across a wide range of sectors to influence positive, system-wide change. Through this strategy, the developing physical activity place partnership will mature to become the custodian of the wider portfolio of work, intentionally broadening leadership beyond larger institutions and into strong, community-based leadership rooted in local places.

Mapping and connecting the broader network of individuals, community organisations and agencies that can contribute to, and benefit from physical activity is a crucial success factor. Coventry is well-positioned and can build on alliances already in place; its Marmot City status, via networks such as its Coventry youth partnership and extending approaches to community stakeholder engagement developed in linked sectors such as adult social care. Coventry has a strong VCFSE presence who work in hyperlocal communities, and this is something for the city to build on, supporting smaller organisations to enhance community leadership.

Coventry's communities should take the lead deciding what activities suit them, as they have in projects such as Go Foleshill, Go Canley and Go Parks. The next phase will involve continuing to learn and share best practice from this work, and to develop similar but locally bespoke examples elsewhere in the city. This will require careful thought about the support (including new skills, resources and knowledge) that is needed recognising that every neighbourhood has its own characteristics, challenges, specific barriers and enablers to activity.

Connecting residents and providing **equal opportunity via digital** means (e.g. smartphone or tablet) to movement and activity is essential to address information exclusion amongst young people plus more vulnerable groups such as people experiencing cost of living challenges, older and disabled people¹⁴. It will involve, for example, ensuring that CV Life facilities, programmes and services are effectively communicated via Go CV link reflecting Cov Connects principles across the city.

How we will make progress

- Continue to grow a network of local organisations capable of supporting Coventry's movement and physical activity/sport eco-system.
- Continue to support, develop and learn from community led approaches to movement, physical activity and sport.
- Build the skills, resilience, knowledge and human resource to support a culture of movement and physical activity across the city.
- Advocate for the value of movement, physical activity/sport to/with partners across the system.

¹⁴ Source : <https://www.goodthingsfoundation.org/policy-and-research/research-and-evidence/research-2024/digital-inclusion-datasets>

- Ensure the promotion of movement and physical activity/sport opportunity contributes to reducing digital exclusion

PART 4: ACTIVE PEOPLE – MOVEMENT FOR EVERYONE

Outcome

Increased engagement and participation in movement, physical activity and sport for all Coventry residents, in particular among people from its most deprived and vulnerable groups.

What needs to be done?

- To implement marmot principles when planning and designing all place-based activity in Coventry.
- To deliver place-based activation to reduce inequalities, increase movement and improve health lifestyles in local neighbourhoods.
- To co-produce and annual action plan that is locally led by residents and community organisations as part of the place partnership.

What will be different

Over the life of the strategy the current position in respect of physical activity in Coventry will start to improve – there is no one specific target group here as inactivity levels are low across children, middle aged men, those aged 16-34, people in most deprived groups and global majority groups.

Opportunities for people to be more active will be developed in a way that is inclusive, accessible and sustainable through using resources available through the Place Based Expansion programme

What this means

This strategy aims to support the whole population in Coventry to be active. This means supporting **all** Coventry residents of **all** ages from **all** parts of the city to develop and maintain lifelong physical activity and sport habits.

More accessible opportunities need to be provided for people who experience the greatest levels of inequality and/or who experience other significant barriers to access and need additional input and support.

What do people want to see?

The LTM survey identified affordability as a particularly significant factor deterring people from signing up for activity in Coventry. Activity needs to be more attractive and accessible to people/families with limited disposable income, wrapping around busy working and family

lives and be accessible via easy ways to book and pay online. Affordability also has to be seen in the context that unless activities are financially sustainable, they will cease to exist at all.

Not feeling safe in the city's parks and open spaces is a discouragement to people being active outdoors. This requires changes to how parks are looked after and cross-sector effort with partners in the community organising activities, supporting with policing and being creative in outdoor spaces to bring about positive change. Their being free to access, and their wide availability makes better use of parks a strong antidote to issues of affordability and time restrictions experienced by many people.

Residents want more activities that are tailored to their needs and preferences, whether that be female only swim sessions, sessions able to be easily accessed by disabled people, or being able to access gym equipment which offers assistance for those with long term health conditions.

Testing and trialling the activities in which **young people** wish to be involved and opening up opportunities to try activities they might not have previously considered, addressing the specific barriers they face as well as testing and promoting proven enablers to activity is a clear priority for this strategy. The Coventry Youth partnership will help to shape the activity offer for young people in Coventry. In addition, child Friendly Coventry is another key mechanism as is the school games network.

Community led

Research¹⁵ suggests that grassroot organisations in the city will be more effective supporting community cohesiveness when given more opportunity to develop their capability and exchange knowledge. There is an identified appetite among residents to become more actively involved in their communities.

This strategy proposes that community sector organisations, social prescribers and voluntary groups are supported and encouraged to take the lead testing, assessing and defining the activities in which people wish to take part. Support will be provided to these bodies to develop their confidence, skills and capabilities to lead this change.

The strategy action plan will focus on learning from these interventions and encourage delivery of similar projects in different contexts serving other parts of the city. The larger organisations in the city, CV Life and PYF remain cornerstones of the city's physical activity offer and are committed to be part of the movement to support community sector organisations to grow in this space.

System partners such as national governing bodies of sport (NGBs), the Muslim Sports Foundation and the Youth Sport Trust also have a vital role to play supporting community organisations. In some instances, they also provide financial and human resource to enable community-led activity to help address barriers associated with more traditional club-based sporting activities. In addition, working with UK Sport and other events has often been a catalyst to inspire increased activity levels in Coventry and should remain a focus to bring a variety of events that are connected to the local communities to increase movement levels.

¹⁵ Source : Coventry [JSNA](#)

Activity made easy

The broadest range of settings should be available to people to be active. These include schools, faith settings, family hubs, parks, community centres, libraries, workplaces, streets and neighbourhoods, alongside those which might be termed 'traditional' places to be active such as leisure centres and parks.

Being active at a CV Life venue, encouraged via the Go CV platform, or in an activity organised in a care setting, on a playing field or in play park will continue to be among the ways that many people choose to take part. Coventry's annual Sports Fest is an example of the type of inclusive, open access activity that will continue to feature and which should be used to present and promote a wide range of activity options. Activity pricing, the way that people book, and how Go CV is used to extend and improve people's experience of activity are all factors critical to this strategies success.

Research shows that the benefits of having an active workforce include increased productivity and decreased employee risk of developing costly and debilitating diseases¹⁶. Building on initiatives such as Fairer Coventry, which advocates the role of employers in improving health and wellbeing, and the UK Corporate Games being held in the city in 2026, this strategy will champion physical activity and movement as a feature within the city's workplaces.

Creating more opportunities with large employers (such as the NHS and the CBS arena) could have a considerable impact on activity levels. This will necessitate employers (with the support of partners such as CCC/Think Active) working with staff to rethink how activity fits into their organisation.

Movement for health

The research underpinning this strategy includes views sought from healthcare professionals. This confirmed the keenness to see physical activity better integrated with NHS treatment pathways. A common issue in the sector is that health professionals struggle to know where or to whom to refer someone to in order to access movement or activity.

Specific groups of residents experience health inequalities which affect their level of access to physical activity. These include older adults as they start to require support, younger adults with disabilities and young people with severe mental health issues. They often have difficulty finding suitable exercise environments.

They may also require quite intensive support within an activity setting however, the personal and societal benefits of activity can be significant – for example, in terms of reducing risk of diabetes and cardiovascular disease.

We want to make sure that people with long-term health conditions, or who have been referred into activity by their doctor, have a good experience and receive the right guidance - whether that be at a leisure centre or in another community space. More importantly we are keen to ensure that people's journey into activity is sustained and becomes an established part of their daily and weekly lives.

¹⁶ <https://publichealth.jhu.edu/sites/default/files/2023-06/whrn-pa.pdf>

An effective health referral programme is one key tool via which CCC, working closely with CV Life and health partners can reduce levels of physical inactivity. It is also an ambition to deliver other NHS primary care services, such as cardiac rehabilitation within the leisure estate; thereby delivering joint outcomes.

This will involve improved cross-departmental work and effective collaboration with health partners to identify funding and to consider how referral into physical activity can be best embedded alongside re-organised neighbourhood primary care structures including social prescribing teams.

A broad, cohesive physical activity referral pathway is needed, featuring multiple routes into movement and activity. This will include CV Life's healthy lifestyle programme plus alternative options hosted at community venues and incorporating activity located in the outdoors supported by green social prescribing. The options for activity referral need to be communicated effectively, including within and via healthcare settings.

Achieving a broad pathway will be dependent on providing and transferring the skills and knowledge required to ensure safe and effective exercise programming for patients with a range of medical conditions to a comparably broad cohort of activity leaders, health coaches and volunteer staff in the city.

How we will make progress

- Encourage co-designed, community led activity to broaden engagement with inactive residents particularly those experiencing specific barriers to access.
- Continue to offer affordable, accessible, inclusive activity via CV life venues and outreach programmes.
- Develop and extend opportunities to move and be active in the workplace.
- Provide a broad physical activity referral pathway which provides excellent outcomes for residents experiencing long term health conditions.
- Develop and extend opportunities for young people to be active.

PART 5: ACTIVE PLACE – A PLACE OF MOVEMENT

Outcome

Coventry residents are better connected to, and benefit from moving and being physically active in, built and outdoor environments.

What needs to be done?

- To create annual plan of capital developments that support the delivery of the playing pitch and outdoor sports strategy, green space strategy and indoor sports facilities strategy whilst supporting informal local spaces led by local insight.
- To market, promote and activate accessible local places to increase sport, physical activity and movement alongside communities.
- To enhance the connectivity of the city linked to Sport England's active design principles to encourage active travel and enable residents to embed movement into their daily lives.

What will be different

Localised sports and physical activity developments will be the focus of capital monies that are available. The focus will be on developing smaller scale facilities such as Play-Zones, Padel courts and public park enhancements and community spaces. This means that more people will be able to see and experience what is available in their neighbourhoods. Through this focus on local spaces the barriers of time constraints, motivation and a sense of inclusivity will start to be addressed and will encourage the continued shift to embedding PA and movement into everyday life. This is where the City of Movement strategy intersects with other relevant strategies

What this means

Creating and sustaining places to be active in Coventry means ensuring that both natural and built environments are attractive, accessible, affordable and safe for all residents.

It also means engaging with communities in a way that reflects the fact that movement and activity needs to be wrapped around people's daily lives, in their homes, in schools, in parks and playgrounds, at community centres, in faith settings - and embedded in the way in which people travel in and across the city.

Enabling better places for movement and physical activity is also about working with agencies outside or linked to the physical activity sector to create change. This includes the range of organisations representing the outdoor and natural environments.

In terms of the built environment, the continued growth of the city and development of regenerated housing estates creates opportunities to ensure that housing development is designed to enable and encourage movement and physical activity. This is an opportunity to apply best practice such as the guidance in Sport England 's Active Design principles.

Go indoors

CCCs indoor sports facility strategy evidences the good quality leisure centres in the city and the fact that they are generally well placed in relation to the communities they serve. The city is due to grow further in the coming years which means that making better use of a broad range of environments, including school facilities, will be key.

LTM findings indicate that a number of Coventry residents are challenged by the affordability of participating in physical activity although this was secondary to factors of available time, motivation and other commitments. This affordability issue presents a challenge as facilities do need to be financially sustainable. Consideration needs to be given extending the range of neighbourhood based affordable opportunities to exercise to that residents have different options to choose from.

Other barriers described in the LTM findings relate to the need to provide more opportunity to just 'turn up and play' and classes which fit around people's working and other family and lifestyle requirements. If booking is absolutely necessary in respect of having a swim or attending a class, this needs to be made as visible and accessible as possible.

The key is to establish mechanisms which will enable people from all the city's communities to affordably access opportunities to keep fit, learn to swim and take part in a range of sports and activities.

Go outdoors

Coventry's 400+ parks and open spaces present a ready-made setting for movement.

In the LTM survey, residents said they wished to see more safe routes in parks and green spaces and that they are keen to take part in more walking, cycling, running, and exercise in local parks. Making this happen will involve working with community groups to consider how they can improve perceptions of safety – for example through organised walking and running groups. There may also be a role for community policing teams where there are specific factors such as anti-social behaviour that are preventing people from using the public spaces available to them. There is also a role for transport planners to improve active travel infrastructure and building on models for local sports club ownership such as the pilot Home Advantage Funded work with the Football Foundation in Coundon Hall Park.

The Go Outdoors arm of this strategy will deliver promotion (via Go CV) of a range of community routes and events, including walking and cycling and will involve young people and 'friends of' groups becoming more involved in taking decisions about the development and use of local assets.

Parks need to be made attractive to and accessible for all of our residents. This means providing better lighting, outdoor gym equipment and continuing to invest in improved Playzones, tennis courts, padel courts, pump tracks, playgrounds and hard-standing footpaths to make parks accessible year-round.

The Go Parks initiative delivers multiple activities for young people at low or no cost in parks and open spaces which are being positively reclaimed by local communities. These are delivered by a range of organisations who form the Coventry Youth Partnership. Some of its events also involve street closures which may present a model that can be learnt from and repeated elsewhere in the city.

Local partners in the city and wider West Midlands region (Including the West Midlands Combined Authority – WMCA) are committed to both adults and children having a positive experience outdoors. This is illustrated by the aims to offer:

- ◀ More accessible, welcoming and safe community spaces.
- ◀ Greater availability of green, grey and blue local spaces of the highest quality.
- ◀ Outdoor community events in/at walkable environments.
- ◀ More and improved access to walking, cycling, and active travel by creating the optimum environmental and social conditions to enable this to happen.

Walking and cycling

CCC is committed via its transport strategy and emerging Local Cycling and Walking Infrastructure Plan to improving local conditions for cycling and walking across the city, recognising the beneficial link to the reduction of health inequalities. The aim is to achieve:

'Higher levels of walking and cycling and improved public transport options, which enable those on the lowest incomes to easily access major employment centres and transport hubs, will be essential to address health inequalities. (CCC Transport Strategy).

Creating better conditions to allow more people to walk and cycle will involve improvements to the physical environment (i.e. better footpaths and cycle lanes, cycle storage). It will also necessitate considering how walking and cycling can be better embedded within people's daily lives, especially residents who may feel excluded because their home is poorly connected or has insufficient storage space to enable ownership and use of a bicycle.

Existing opportunities to join led walks from local venues will be continued and expanded and new options developed via local organisations interested in offering their own routes.

Feedback from cycle stakeholders in the city suggests a need to encourage socially accessible ways to join with others to walk and cycle such as via workplace bicycle user groups and social cycling clubs suitable for beginners and/or for those not sufficiently confident or fit to participate in a traditional club setting.

Existing infrastructure, such as CV Life venues and community venues have a role to play as potential locations to hire a bike and to receive training such as that offered via Bikeability and via advocacy of initiatives such as Cycling UKs big bike revival.

How we will make progress:

Go outdoors - Promote and develop more local, accessible, good quality places to be physically active outdoors across the city.

Go indoors - Promote and develop more local, accessible, good quality places to be physically active indoors across the city.

Go local - Continue to develop, promote and support community led approaches to movement, physical activity/sport in non-traditional facility settings.

Walking and cycling - Provide improved physical infrastructure, alongside new socially orientated walking and cycling opportunities across the city.

PART 6: EVALUATION

Outcome

There is clear evidence of impact from a range of sources including data alongside feedback from residents on what they are experiencing as different

What needs to be done

- To test, learn, share with communities to inform future developments to capture impact and deliver strategic priorities.
- To deliver an annual report on sport physical activity and movement that reports to the health and wellbeing board and associated governance.
- To adopt the national evaluation and learning partnership's nine conditions of change and utilise as an overall position of change and system maturity.

What will be different

We will be able to identify specific what is different and the impact it is having. This will be through what people see happening, what they hear about and what they can participate and engage personally with.

What this means

A mixed methods approach will be taken to the evaluation of strategy themes and actions, emphasising the need for continuous learning, and the participation of residents in the process.

Qualitative approaches, including case study / story telling development will be most appropriate to explain how and why changes are happening within existing place based work such as Go Foleshill, Go Canley and Go Willenhall : projects whose stated outcomes are to build trust amongst residents and to secure community engagement beyond their initial grant funding. This learning will inform the extension of place-based work in other parts of the city, especially linked to Sport England place-based expansion.

Bespoke approaches will be adopted to test and learn about new interventions in specific environments, such as workplace physical activity. Here, it may be appropriate to link with an academic partner such as Coventry University or the University of Warwick to add an element of independent validation to such research.

The Go CV scheme is a vehicle by which views can be sought from residents on what they might wish to do by way of activity choice, the quality of their engagement in activities and about barriers and enablers to activity that they experience. It will be used alongside insight from the councils resident survey, to ensure that new interventions are shaped based on community led need.

Quantitative data such as the demographic profile of use within CV Life venues and taking part in outreach activities will also be collected via Go CV and used alongside national data such as Active Lives and Moving Communities. This element of evaluation will be critical to tracking strategy impact in respect of 'moving the dial' and broadening engagement in physical activity across all demographic groups in the city - with a particular emphasis on those experiencing the greatest inequalities.

As an emerging Sport England place partnership area, the lead agencies in Coventry will adopt the nine National Learning and Evaluation Partnership (NELP) conditions for change below as part of their ongoing impact evaluation of this strategy. This will build on the test and learn approach to date within Coventry that has seen a significant shift in supporting the national process in developing the system maturity matrix and will be part of the place-based expansion work.

These nine conditions for change are:

- ◀ Process for Identifying the barriers and enablers of physical activity.
- ◀ Organisational policies, processes, and structures that enable place-based working.
- ◀ Capacity and capability across the workforce, volunteers, and communities.
- ◀ Collaboration.
- ◀ Leadership.
- ◀ Community-led action.
- ◀ Cultures and practices for physical activity.
- ◀ Built and natural environments that enable physical activity.
- ◀ Cycles of learning and action.

How we will make progress

- Adopt qualitative approaches to learn from existing place-based work such as Go Foleshill, Go Canley, Go Willenhall, Go Parks and Coventry Moves.
- Deliver bespoke evaluation of new interventions.
- Utilise existing tools including Go CV, Moving Communities and Active Lives to evaluate performance of strategy interventions.
- Adopt National Evaluation Learning Partnership conditions for change as overall measures of change against which the City of Movement strategy will be measured.

7. Acknowledgements

Consultants, Knight, Kavanagh and Page (KKP) conducted an independent study in partnership with the Coventry Core Strategy Group to write the City of Movement strategy.

The development of this strategy has been developed by the emerging Active Coventry Partnership, and its delivery have only been possible through the generous engagement and commitment of the many organisations that have worked with us who are as follows:

1. *Aptitude Youth Work*
2. *Ascension Dance*
3. *Assist Trauma Care*
4. *Birmingham County FA*
5. *Be Active Be Healthy*
6. *C&W Partnership Trust (Pediatrics)*
7. *Change Grow Live*
8. *Chat Central*
9. *Child Friendly Cov*
10. *Coventry & Warwickshire Mind*
11. *Coventry Bears*
12. *Coventry Boys & Girls Club*
13. *Coventry City Council – Active Travel*
14. *Coventry City Council – Education & SEND*
15. *Coventry City Council – Parks & Green Space*
16. *Coventry City Council – Public Health*
17. *Coventry City Council – Public Health*
18. *Coventry City Council – Sport Development*
19. *Coventry City FC*
20. *Coventry Outdoors*
21. *Coventry Rugby Club*
22. *Coventry School Games Organisers*
23. *Coventry University*
24. *Coventry Youth Partnership*
25. *Creative Optimistic Visions*
26. *Culture Coventry*
27. *CV Life*
28. *Disability Equality Action Partnership*
29. *Empower-U*
30. *EnV Coventry*
31. *Futures Trust*
32. *Good Gym*
33. *Grapevine Coventry*
34. *Guardian Ballers*
35. *Healthy Lifestyles Service*
36. *Herbert Art Gallery & Museum*
37. *Health & Wellbeing Board*
38. *Highly Sprung*
39. *Hillz FM*
40. *ICB CMO*
41. *ICB Long Term Conditions*
42. *Imagineer*
43. *Marmot Partnership*
44. *Media Mania*
45. *Moat House Community Trust*
46. *NHS Coventry & Warwickshire Partnership*
47. *One Coventry*
48. *Outdoor Education*
49. *Outdoor Partnership*
50. *Positive Youth Foundation*
51. *Primary Heads Partnership*
52. *Prince's Trust*
53. *Rising Stars*
54. *Secondary Heads Partnership*
55. *Short Football*
56. *Sky Blues in the Community*
57. *Soccer Rockz*
58. *Special Schools Heads Partnership*
59. *Sport England*
60. *Sporting Equals*
61. *St Finbarrs*
62. *St Giles*
63. *St Marks Coventry*
64. *Street Games*
65. *The Albany Theatre*
66. *The Highlife Centre*
67. *Think Active*
68. *Together for Change Coventry & Warwickshire*
69. *University Hospital Coventry & Warwickshire*
70. *University of Warwick*
71. *Valley House*
72. *Vanny Radio*
73. *Voluntary Action Coventry*
74. *West Midlands Police*
75. *Wild Earth*
76. *YMCA Heart of England*
77. *Youth Focus West Midlands*
78. *Youth Justice Service*

In addition, there were 1,400 residents who completed our Lets Talk Movement public survey which has informed the Strategy's priorities and focus areas.

Appendix 1: Current activity levels

Figure 2.1: Sport England Active lives (adult data) 2023/4

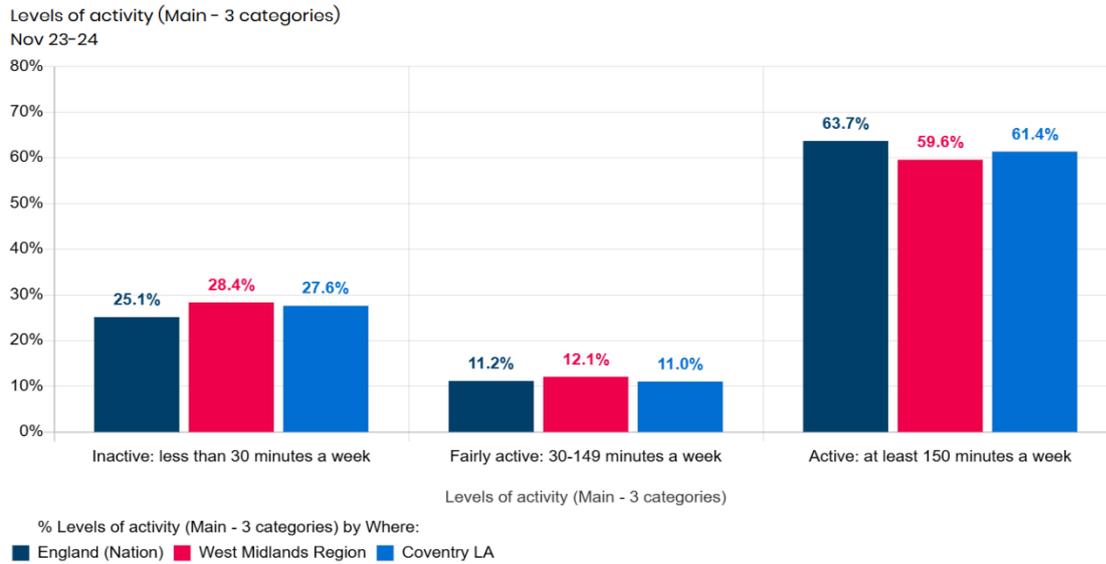


Figure 2.2 Sport England Active Lives data: children and young people 2024/5

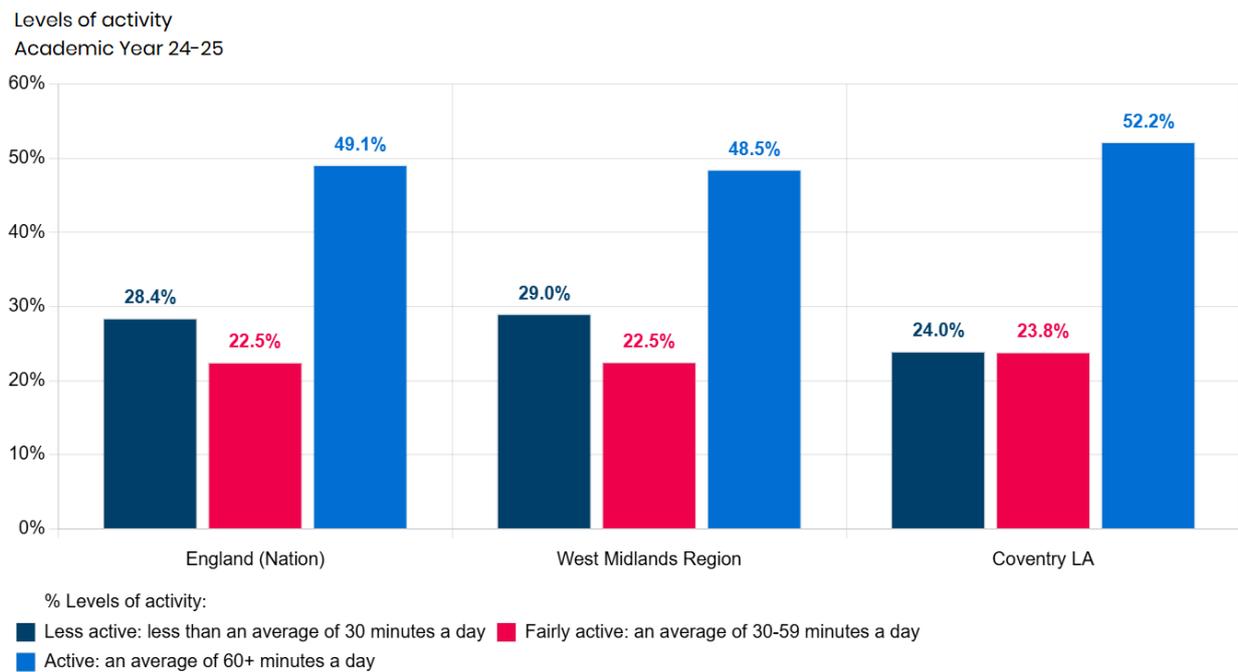


Figure 2.3: Sport England Active Lives data: disability 2023/4

Levels of activity (Main - 3 categories)
 Disability : Disability or long term health condition
 Nov 23-24

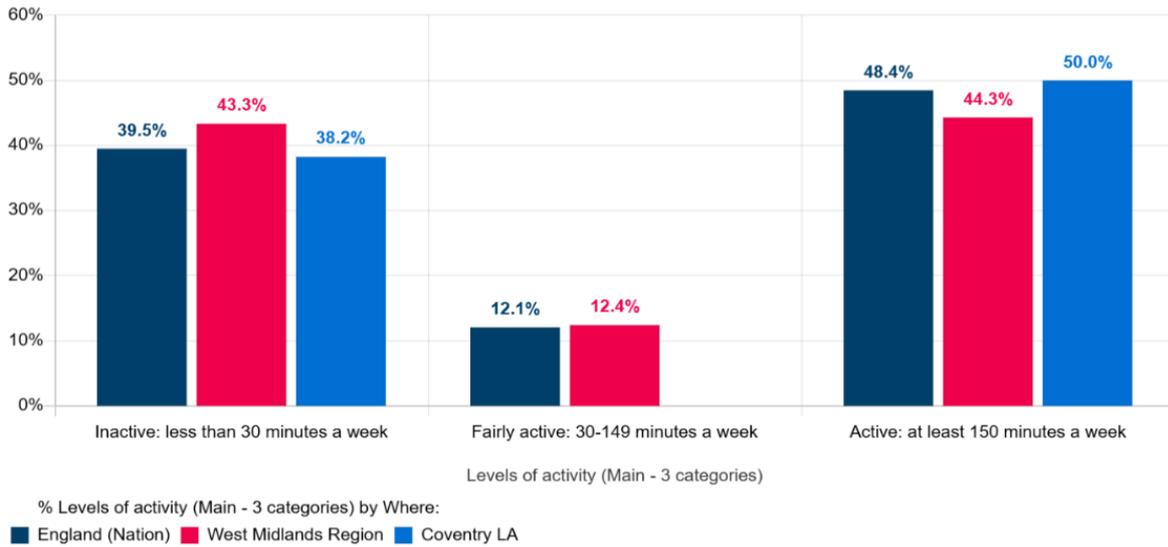


Figure 2.4 Sport England Active Lives data: social status (NS SEC 6-8: lower)

Levels of activity (Main - 3 categories) : Inactive: less than 30 minutes a week - Social status
 NS SEC 6-8 (lower)

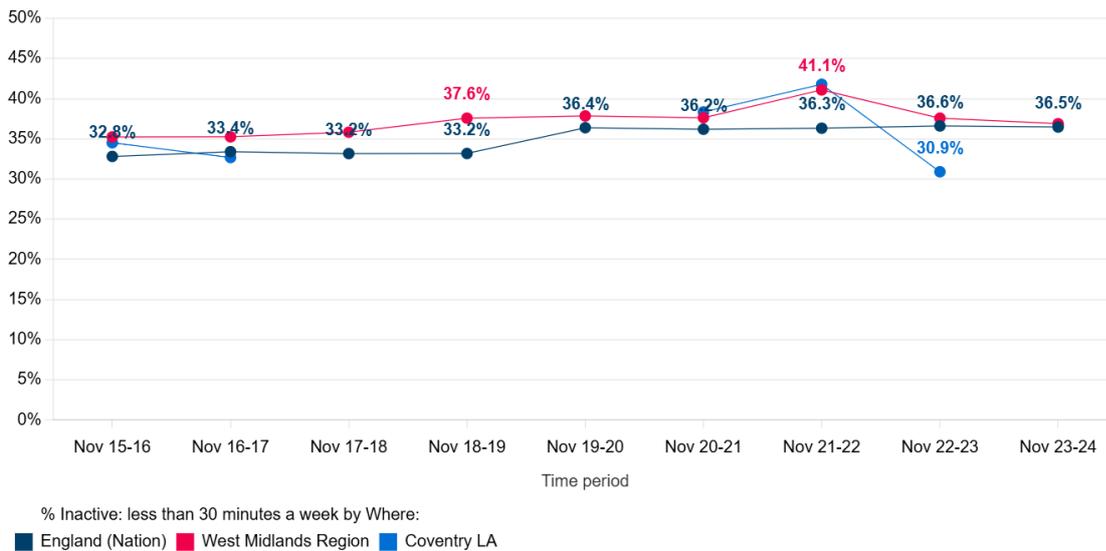
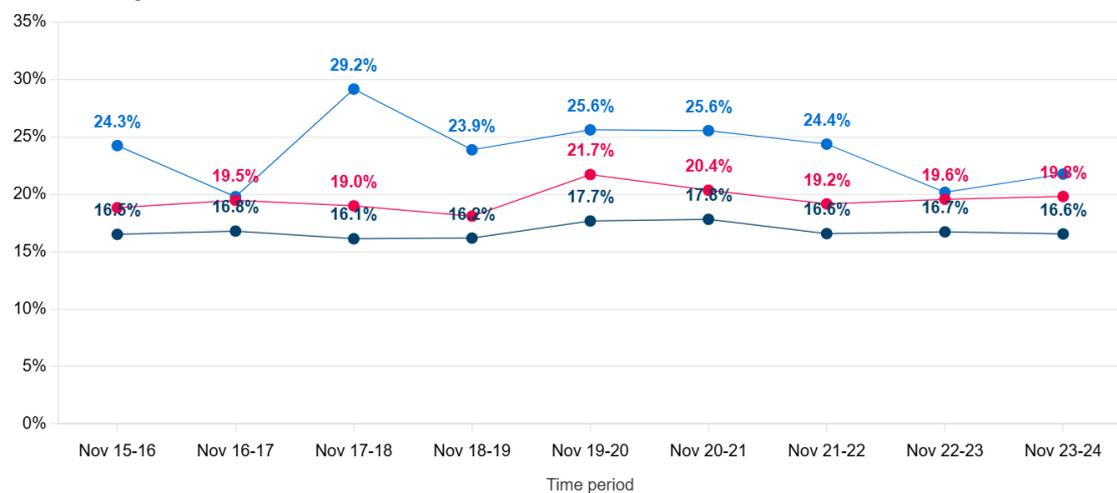


Figure 2.5 Sport England Active Lives data: social status (NS SEC 1-2: higher)

Levels of activity (Main - 3 categories) : Inactive: less than 30 minutes a week - Social status NS SEC 1-2 (higher)



% Inactive: less than 30 minutes a week by Where:
■ England (Nation) ■ West Midlands Region ■ Coventry LA

Appendix 2: Let's Talk Movement findings: Barriers to access

