

Supporting the ‘moving well’ agenda

East Midlands Moving Well Conference

17 September 2026

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TOGETHER
WE WON'T STOP
until everyone has the opportunity, the inspiration and the freedom to get moving.
SPORT ENGLAND
UNITING THE MOVEMENT

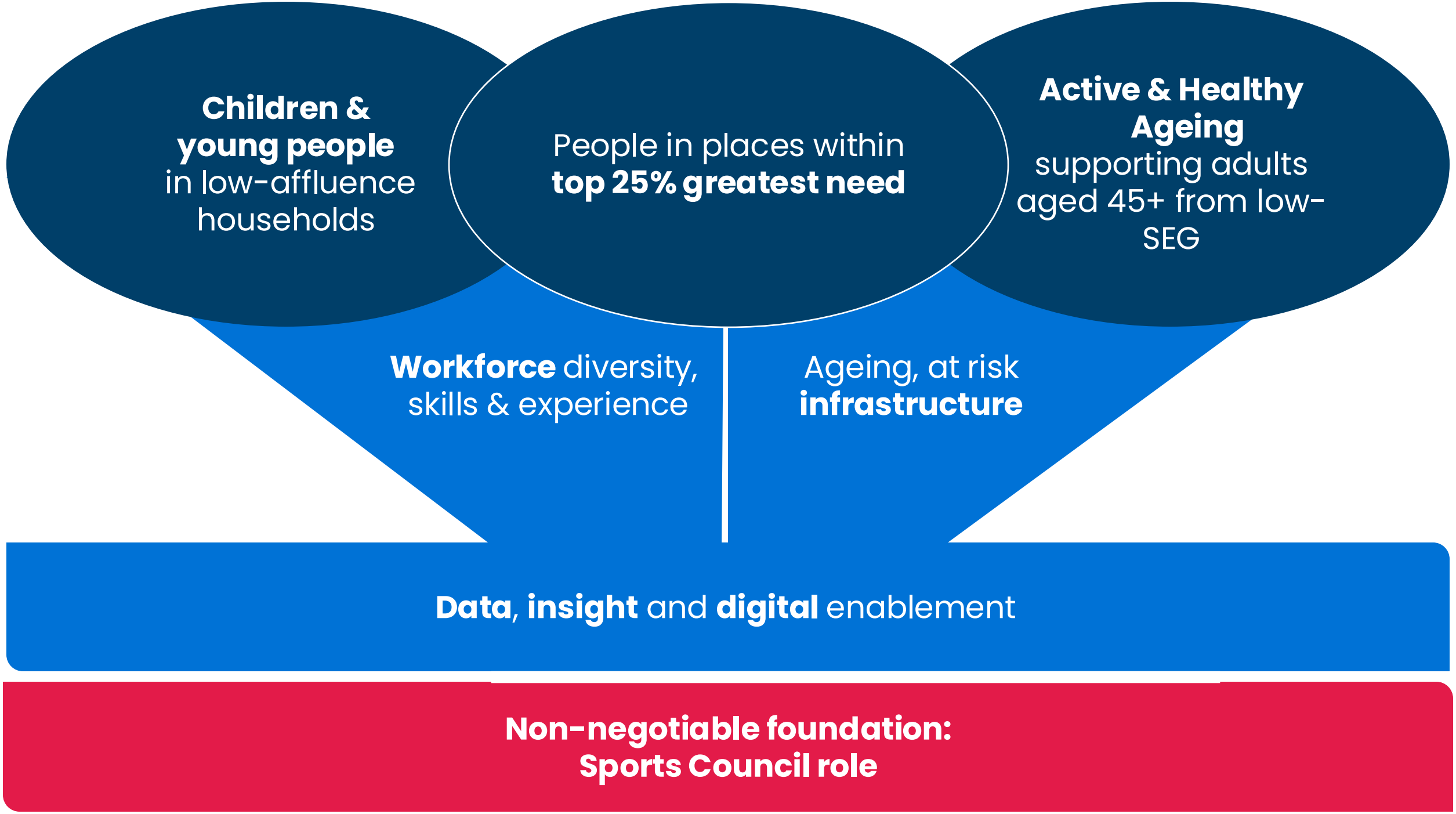
Some successes working alongside health and care

- **Frameworks for action**
  - *NHS England Four Ways Forward*: 1) Empowered health & care professionals; 2) Integrated within clinical pathways; 3) Supporting the NHS workforce; 4) Innovation and evaluation

- **Building the evidence base**
  - Physical activity within/alongside NHS Talking Therapies
  - Social and economic value – including value to healthcare

- **Accessible resources**
  - We Are Undefeatable campaign
  - RCGP Active Practice Charter
  - Physical Activity Clinical Champion Programme
  - Moving Medicine website

- **Underpinned by strong relationships that drive collaborative action….**


Children & young people in low-affluence households
People in places within **top 25% greatest need**
Active & Healthy Ageing supporting adults aged 45+ from low-SEG
Workforce diversity, skills & experience
Ageing, at risk **infrastructure**
Data, **insight** and **digital** enablement
Non-negotiable foundation: Sports Council role

Active & Healthy Ageing - taking a proactive, preventative approach

- **Not just an older adult priority:** supporting people further upstream (ie from age 45) whilst seeking disproportionate change for older adults

- **A focus upon tackling physical inactivity:** where the benefits are greatest. Strength-based activity must form part of this.

- **Aligned with government ambitions:** to address falling healthy life expectancy and support healthy ageing ambitions

- **Foundational pillars:**
  - Shared narrative
  - Deepening collaboration with health and social care
  - Enabling a positive experience of being active

"The consequences of inaction are predictable: rising rates of frailty and dementia, deepening inequalities and escalating demand on NHS and social care—with costs borne by individuals, their families and the wider economy. The case for action is equally clear: healthier ageing, stronger communities and a meaningful way to deliver on the government's prevention agenda"

Healthy Ageing: physical activity in an ageing society - Health and Social Care Select Committee, May 2026

Thank you

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