



Health Creation and the Festival of Movement Workshop



23 June 2026 Wakefield Workshop attendees

- Together, circa thirty organisations including Active Partnerships, Mayoral Authorities Councils, Sports Organisations and Sport England system partners looked at how the sport and physical activity sector can tell a more coherent, compelling story about its contribution to health, wellbeing, confidence, belonging and pride in place.
- We tested the idea of a Festival of Movement: a high-profile, place-based programme inspired by the Town of Culture model. The festival would bring together everyday movement, community sport, active travel, play, dance, culture and public-space activity to respond to some of the country's most urgent challenges, including ill health, inequalities and climate change, whilst building civic pride.



What is Health Creation?

All humans need to feel **SAFE**,
VALUED and to **BELONG**.

We can achieve this through the
people around us, the place we live
in and through having a purpose.

This creates health and is very
different from prevention that is
simply an absence of disease

Health Creation
Health Erosion

People

our relationships
and connections



Purpose

our sense of
direction and value

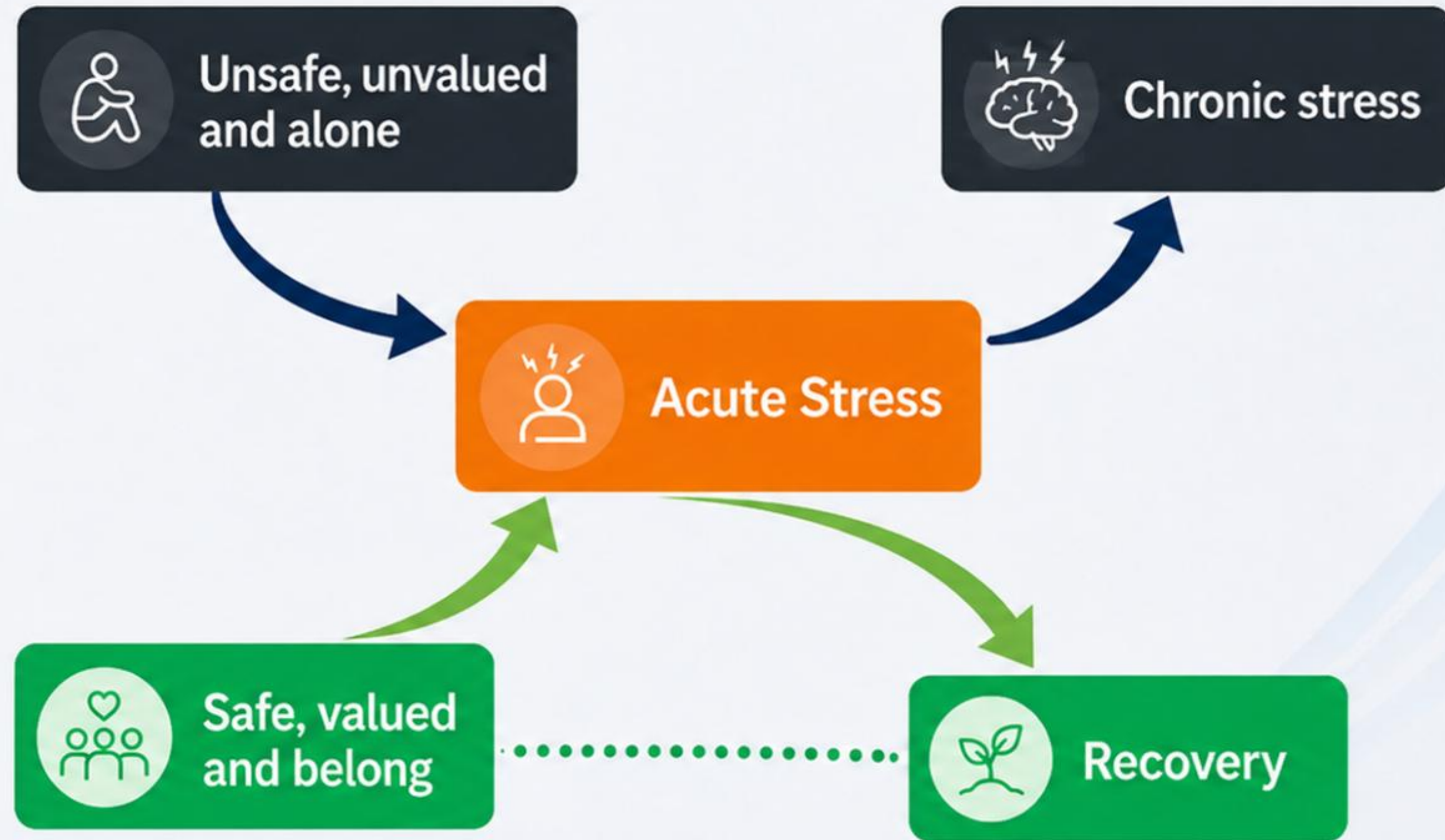


Place

our environment and
sense of safety



Stress, safety and recovery



The Health Creation Index



Movement is life a crucial lever for health



1) Stable share of energy between stress, growth / repair and vital energy.



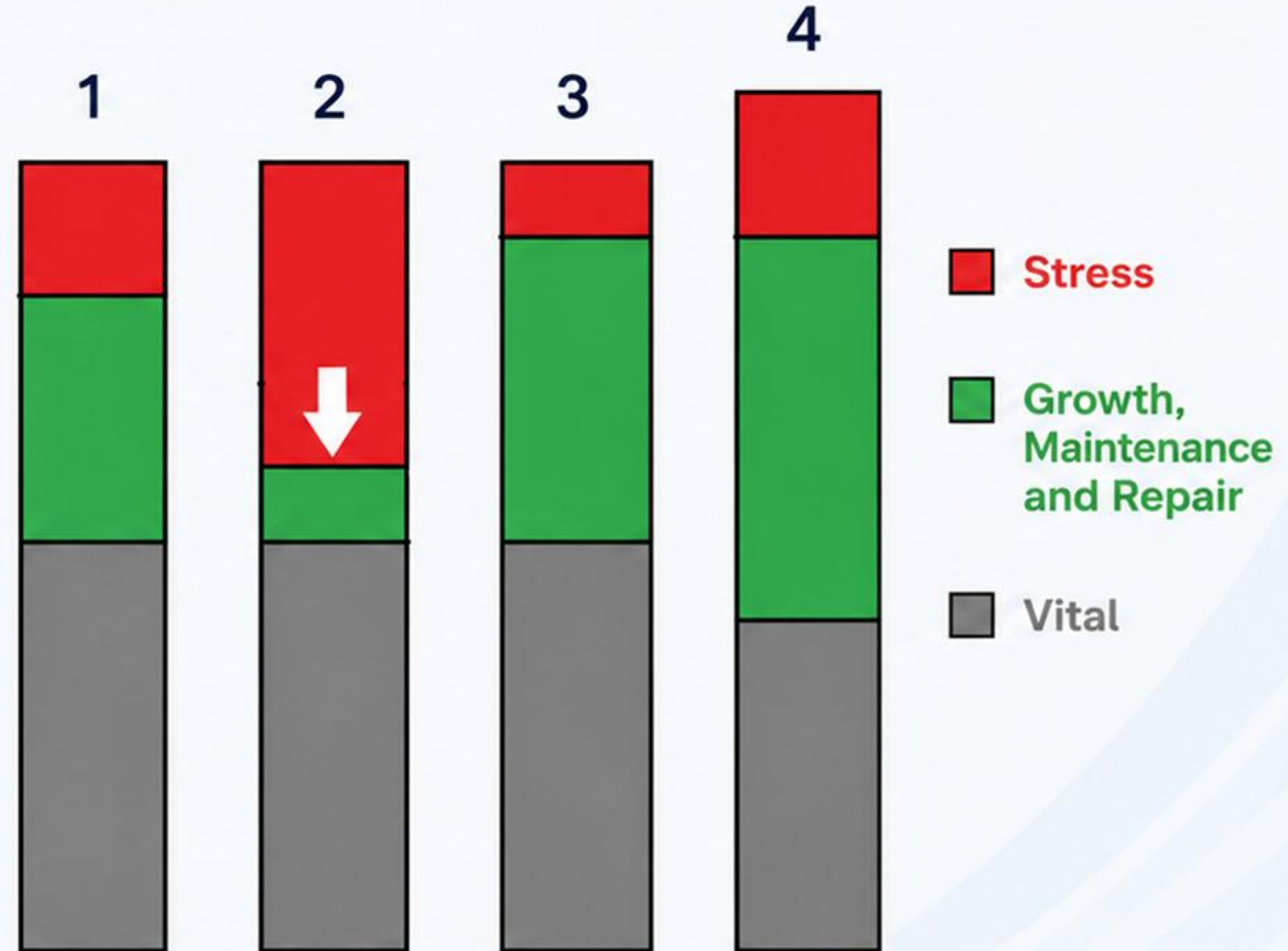
2) Physical activity borrows energy from growth and repair.



3) During rest the debt is paid back.



4) Mitochondria respond to these energy demands by becoming more efficient and more numerous, thereby increasing the total energy available.



Who delivers health and tells the story well? Answer: Art and culture

**BRADFORD**
Culture Company

What's on

FILTER

+ What

+ Access

Only show free events ☒

View all events →

Bradford Festival 2026

A weekend of spectacular outdoor arts and family entertainment, combining world-class circus, street theatre, dance and more.

See What's On →



Who delivers health?

As a sector we're not always not good at telling a united story. With some exceptions!



Beat the Street, Burnley 2025

IMPACT ILLUSTRATION

Education

52% were children
35 Schools took part

"It helped me get up early for School in the mornings."

The initiative complemented our geography curriculum perfectly

"After being buried in exams, BEAT THE STREET gave us a reason to come together."

"...laugh & explore. It was the perfect way to reconnect before we all leave for uni."

- Crystal B Ind, (A group of 4 teenage boys. They have joined in BEAT THE STREET since 2021)

PUBLIC HEALTH

Less screen time as it got me OUTSIDE

I feel a real sense of community

£1.3m wellbeing value for returning ADULT players

1946 Trees earned

"BEAT THE STREET has been a fantastic way for us to lead by example as healthcare professionals, promoting active lifestyles at work & beyond. It was a fun challenge that helped us come together as a team."

-Dr. Nicola Finnigan (GP Partner)

I feel more

Our Sponsors

Beat the Street

2025

BEAT THE STREET encouraged me to walk rather than use the car

It gave me a purpose to get out of the house & into the local area

1576 fewer car journeys made per week

ACTIVE TRAVEL

It certainly beats sitting in traffic

"I will always do my best to travel actively. Knowing that being active is good for me physically is one thing, but then there's knowing I'm doing my bit for the environment too. However, the best bit about cycling & walking on my commute is the social connections made, and this became my motivation."

-Greenway Becca

Walked most evenings after work, which I wouldn't usually do.

13,036 PLAYERS

35% NEW to B.T.S

Wellbeing

Spent more time together as a family

90,006 miles covered

I have walked over 200 miles and lost nearly 3 stone in weight

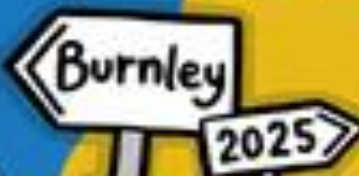
"You don't need a phone or fancy gadgets. You just need your card, your feet & a bit of motivation. It doesn't matter how old you are, it's about getting out there & enjoying it. It should be an all-year thing!:"

- Renee, Aged 82

Adults with disabilities REDUCED their time sat down by more than 2.5 HOURS per week

It motivated me to get out of the house and helped reduce stress.

64% of adults were FEMALE



Beat the Street

supports work that’s already happening in a place.
Helping connect people to physical assets and organisations. Every place plays their way.....



- | | | |
|-------------|--------------|--------------------|
| Greenspaces | Town centres | Active travel |
| Sport/PA | Culture | Arts & environment |



Featherstone



“I have never seen the Town as active on an early evening in my 50 plus years of living here... the whole Town is talking about it. Well done all concerned.” Cllr Steve Vickers

<https://www.youtube.com/watch?v=HrFIJabCMFM>

[IJabCMFM](https://www.youtube.com/watch?v=HrFIJabCMFM)



Wakefield Wellbeing

4 days ago · 🌐



And we're off! Beat the Street starts today in Featherstone, Sharlston, Street House and North Featherstone! The aim of the game is to earn as many points as possible for you and your team by walking, cycling or wheeling between Beat Boxes.

Week One is Go Play Wednesday 15th to Tuesday 21st May.

This week it's GO PLAY If you haven't registered or picked up a card yet what are you waiting for ! [https://beatthestreet.me/featherstone/...](https://beatthestreet.me/featherstone/) See more



Town of Culture programmes

The inaugural Town of Culture contest was launched by the Department for Culture, Media and Sport to award £3 million to a small, medium, or large town to deliver a transformative cultural programme in 2028.

It is designed to restore pride in place

It funds a focused cultural programme.

It is about participation, not just spectatorship

It aims to leave a legacy



A Festival of Movement could build on the Town of Culture successful concept, but apply it to one of the country's most urgent and cross-cutting challenges: inactivity or positioned as creating the conditions for good health.

A Festival of Movement could bring to life how everyday movement can improve health, confidence, belonging, community cohesion and pride in place – for everyone at any age.

It could highlight what's strong, align community sport for development and play with everyday movement up to key professional sport assets that create huge pride for a place.



Festival of Movement Programme could deliver health creation through themes:

Move Together

Move Through Place

Move to Belong

Move as Art

Move for Health

Move the Economy

Move Forward



Let's imagine

What if 'we built a 'Festival of Movement'?

A high profile, place-based programme
that uses dance, sport, fitness, active
travel and public-space performance to
boost what's happening in a place.

And change the narrative on movement
and health.



Workshop questions

Purpose - Who
are we trying to
move?
(people/policy)



Partnerships –
Who should be
involved? What
would your role
be?



Change - What
should be
different six
months after the
festival ends?



Who are we trying to move?

Workshop insight: A Festival of Movement is for everyone – with extra focus where it matters most.

Key message: A Festival of Movement isn't just about moving people – it's about moving systems, partnerships and thinking.

The vision - shared, town-wide vision that everyone can get behind., Celebrate local identity while creating a common purpose

Audience

- Prioritise those who benefit most
- People who are currently least active.
- People doing less than 30 minutes of activity a week.
- Older adults.
- Communities experiencing the greatest inequalities.
- Move the system too
- Funders towards longer-term, collaborative investment.
- Traditional sport and physical activity providers towards a broader movement and health creation mindset.
- Organisations from individual programmes to shared outcomes.



Who needs to be part of the movement?

Workshop insight: It takes a whole place to create a Festival of Movement.

Key message: Everyone has a role to play. A Festival of Movement succeeds when movement becomes everyone's business—not just sport or public health.

Partnership Audience

Communities at the heart

Residents and local leaders

Community and voluntary organisations (large and small)

Faith, cultural, refugee and asylum seeker groups

Social groups and neighbourhood networks

Public sector partners

Local authorities (across all departments)

Public Health, Social Care and Community Safety

Libraries, Family Hubs and CYP services

Schools, colleges, universities, nurseries and care homes

Wider place partners

Leisure providers

Businesses and employers

Heritage, arts, music and cultural organisations

Age UK and supported living providers



What would success look like after six months?

Stronger communities

More volunteers involved.

Greater social connection and civic pride.

People feel more confident and welcome in their communities.

More visible movement

More people using parks, streets and community spaces.

Everyday movement becomes easier to see and join.

A shift in how movement is perceived—from exercise to something social, enjoyable and part of daily life.

A stronger system

Better understanding of local gaps and opportunities.

Community leaders empowered to support local action.

Organisations working together around shared place outcomes.

