



Although a formal committee of Brighton & Hove City Council, the Health & Wellbeing Board has a remit which includes matters relating to NHS Sussex, the Local Safeguarding Board for Children and Adults and Healthwatch.

Title: Let's Get Moving Brighton & Hove Year 1 update (2024/25)

Date of Meeting: 16 September, 2025

Report of: Caroline Vass, Interim Director Public Health

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Wards Affected: All

FOR GENERAL RELEASE

Executive Summary

This report is intended to provide the Health and Wellbeing Board a Year 1 update on "[Let's Get Moving](#) Brighton & Hove (2024-2034)" – the physical activity and sport strategy for Brighton & Hove¹.

The overall Vision of Let's Get Moving is 'is for Brighton & Hove to be a city where everyone has the opportunity, the encouragement, and the environment to move more, live well and be healthy'. The Strategy is ambitious and outlines five key themes and twenty objectives that are intended to ensure the Brighton & Hove becomes one of the nation's most active cities. Central to this, is the importance of adopting a whole-systems approach to tackling inactivity and inequalities across the life-course and working with individuals and communities to provide opportunities for them to 'move more' in a way that they enjoy.

Year 1 (2024/25) – Let's Get Moving update:

[Let's get moving 2024-25 by Brighton and Hove City Council - Infogram](#)

¹ [7879 Physical activity strategy v13.pdf](#)

Glossary of Terms

Physically active: refers to people who do more than 150 minutes of physical activity per week²

Physical inactivity: people who do less than 30 minutes of physical activity per week

1. Decisions, recommendations and any options

- 1.1 That the Board notes outcomes achieved in Year 1 of delivering Let's Get Moving Brighton & Hove.

2. Relevant information

2.1 This paper follows a presentation made by Brighton & Hove Public Health to the Health & Wellbeing Board (in March 2024) that approved Let's Get Moving- a 10-year physical activity and sport strategy for Brighton & Hove.

2.2 Physical inactivity is associated with 1 in 6 deaths in the UK and various health conditions including cancer, diabetes, obesity and hypertension.

2.3 Let's Get Moving Brighton & Hove is underpinned at a national level by Sport England's 'Uniting the movement' which seeks to remove barriers to activity and address inequalities, and the governments 'Get Active: A strategy for the future of sport and physical activity' (2023) which highlights the part activity can play in creating a healthier nation. Locally the Sport & Physical Activity Strategy aligns directly to the Council Plan, Joint Health & Wellbeing Strategy, whilst indirectly supporting other key priorities such as the City Downland Estate Plan, The Accessible City Strategy and Carbon Neutral agenda. More recently the Strategy is also underpinned by the NHS Long Term Plan (2025) that emphasises the importance of Prevention³.

2.4 The approach set out in Let's Get Moving Brighton & Hove makes an important contribution to delivering the goals of high-level local plans and strategies including:

- Brighton & Hove Joint Health and Wellbeing Strategy 2019-30
- Sussex Health and Care Partnership Improving Lives Together
- A better Brighton & Hove for all: Brighton & Hove City Council Plan 2023-27

² [Physical activity - GOV.UK Ethnicity facts and figures](#)

³ [NHS England » Fit for the Future: 10 Year Health Plan for England](#)

2.5 The latest data from the Office for Health Improvement and Disparities (OHID) suggests that 79.2% of adults in Brighton & Hove are physically active (adults 19+, Nov 2023-Nov 2024) having the second highest levels when compared to other Local Authority areas in England. 12.4% of adults are physically inactive in Brighton & Hove (physically inactive adults 19+, Nov 2023-Nov 2024) and when compared to other Local Authority areas in England, Brighton & Hove is 4th lowest (low = good), behind Islington, West Berkshire, and York.

2.6 Within the Strategy there are 20 objectives alongside associated measures of success so that stakeholders and residents are clear about strategic drivers and impact. The Brighton & Hove Strategy is underpinned by five central areas of focus:

- Active Culture- To ensure that moving more for healthy living is a central part of the culture of Brighton & Hove for everyone
- Active People- To develop opportunities that help people to move more and remain active throughout their lives
- Active Communities- To empower local communities to influence and develop opportunities that help people lead active lifestyles in the city
- Active Environments- To ensure facilities, parks, open spaces and built environments offer safe, accessible spaces that encourage people to be more active
- Active Systems- To improve knowledge, understanding and collaboration across the city to have the greatest impact on activity levels

2.7 A 'Strategic Partnership' to drive forward delivery of the Strategy has formed and is supported by four subgroups. The Let's Get Moving subgroups are:

- A Children & Young People's Alliance
- An Active Ageing Alliance
- An Active Environments Alliance
- A Community Club and Instructor Network

2.8 In total 80+ organisations have supported Let's Get Moving to date and the Strategy has provided an opportunity to frame existing workstreams in addition to initiating new projects.

2.9 Priorities for 2025/26 are:

- To coordinate an event for all Let's Get Moving partners
- To deliver the Women's Rugby World Cup 2025 Legacy programme
- To focus on workforce development and sharing benefits of moving more across the city
- Embedding Active Design principles within the City Plan review
- To deliver a localised 'We are Undefeatable' campaign⁴
- To deliver a 12-month communications plan

⁴ [Be More Active Whilst Living With A Health Condition](#)

3. Important considerations and implications

Legal:

- 3.1 As identified in the body of this report this strategy is in direct alignment with the Council Plan and Joint Health & Wellbeing Strategy in addition to national health plans which inform public health work in the city. There are no specific legal implications arising from this report which is for noting by the Board.

Lawyer consulted: Sandra O'Brien Date: 27 August 2025

Finance:

- 3.2 Let's Get Moving is delivered and supported by multiple agencies and partners. Funding to support delivery is through staffing within the Healthy Lifestyles team within Public Health and there is a designated budget that supports staffing and programmes. Public Health budgets are reviewed on an annual basis in line with the settlement and external grant funding levels.

Finance Officer consulted: Steve Williams Date: 26/08/25

Equalities:

- 3.3 A formal Equalities Impact Assessment (EIA) was completed and shared when the Strategy was approved at the Health & Wellbeing Board in March 2024. The delivery of the Strategy is centred on tackling inactivity and inequalities across the life-course and therefore addressing actions within the EIA will be a priority throughout.

Sustainability:

- 3.4 The Let's Get Moving strategy helps address sustainability and net zero goals through a priority to support active travel as means of being active every day for all in the city.

Health, social care, children's services and public health:

- 3.5 This programme is delivered by the Public Health team with multiple partners across the city. Public Health led and supported the development of the strategy.

Supporting documents and information

Appendix 1: [Let's Get Moving](#)

Appendix 2: [Let's get moving 2024-25 by Brighton and Hove City Council - Infogram](#)

Appendix 3: [Let's Get Moving Equalities Impact Assessment](#)