



IPLA
INTERNATIONAL PHYSICAL
LITERACY ASSOCIATION

Name: Olivia Flemons

Position in IPLA: Secretary

Job Role: Community and Sport Development Worker, Researcher and Part-Time Ph.D. Student at the Institute for Applied Social Sciences, Research Centre for Applied Psychology, University of Bedfordshire, Bedford, UK.

Qualifications:

Completed a BSc in Sport and Exercise Psychology at the University of Chichester, with First Class Honours, writing on general physical activity engagement in young females (aged 18-28) after the easing of restrictions in lockdown measures (July 2021 to February 2022), attitudes towards physical activity around the home after the COVID- 19 Crises, and whether home-based exercise can be viewed as sustainable after easing of restrictions.

Undergoing a Ph.D. in “Meaningful Movement: Unveiling the Interplay Between Physical Activity, Physical Literacy, and Human Flourishing” – University of Bedfordshire, UK.

Areas of interest:

- Exploring the interconnected relationship between meaningful physical activity experiences, physical literacy, and human flourishing.
- Understanding and conceptualising meaningful physical activity experiences and human flourishing in community settings.
- Philosophical debate for Physical Literacy.
- Barriers and facilitators to participation and engagement in physical activity within one’s direct living environment.



IPLA Secretary

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- Physical activity strategies for sustainable positive behaviour change and human flourishing.
- Behaviour change theories and their application to physical literacy.
- Community stakeholder perspectives of the motivations for physical activity.
- The influence of outdoor physical activity environments on physical activity attitudes and behaviours.
- Participatory and appreciative inquiry into positive movement experiences.
- Pragmatic methodologies for nurturing and encouraging healthy happy living.

Current Research Projects:

- Co-production with girls of a walk-to-run curricular intervention (Hill, Flemons & Foladi)
- Meaningfulness in physical activity: concepts and methodologies (Hill, Flemons, Wintle, Ware, Hamblin & Durden-Myers)
- 'Embrace Your Space': Exploring meaningful physical activity experiences and physical literacy and human flourishing for active communities and future landscape design (Flemons, Chater, Hill, Smith & Roberts; [Link to Insight](#))

Summary:

Olivia Flemons is a Ph.D. Researcher in the Institute of Applied Social Sciences at the University of Bedfordshire, UK. She holds a First Class Honours Bachelor of Science from the University of Chichester in Sport and Exercise Psychology. She is a dedicated and passionate professional with a strong background in physical activity, sport, and health. She brings seven years of experience in physical activity development through her roles as an instructor, representative and sport development worker. Her primary goal is to facilitate encouragement of long-term and meaningful value towards physical activity and movement, to improve holistic health outcomes. Her expertise lies in program design, youth engagement, and community outreach. Olivia thrives on collaboration and on working closely with individuals and organizations, to design and implement effective strategies to improve physical activity and movement behaviours for health. Her drive to make a difference, combined with extensive knowledge in positive psychology for sport and physical activity equips her to lead impactful projects and initiatives, such as her current project she is leading on Physical Literacy for Active Communities. Olivia is dedicated to contributing to the growth and empowerment of healthy happy places, through active community development.

Social Media Links:

LinkedIn: @oliviaflemons

Links to relevant work:

Hill, J., & Flemons, O. (2024). Creating space for meaningful physical activity at home: women's stories of social interaction, micro-adventure, and the joy of feeling strong, *Qualitative Research in Sport, Exercise and Health*. [Link Here](#).

Hill, J., Flemons, O., Wintle, J., Ware, F., Hamblin, D., & Durden-Myers, L. (2023). Meaningful physical activity experiences in the home environment. In: AIESEP

(Association Internationale des Écoles Supérieures d'Éducation Physique) Conference 2023, 05-07-2023, Santiago, Chile. [Link Here](#).

Flemons, O. (2022). Behaviour change and the determinants of physical activity both in and out of the home amongst young females after the COVID-19 pandemic: exploring the construct of the COM-B Model [unpublished undergraduate thesis]. University of Chichester.

Hill, J., & Flemons, O. (2021, September 21-23). Meaningful and sustainable engagement in physical activity at home [conference presentation]. Institute of Sport and Physical Activity Research Conference 2021, University of Bedfordshire. [Link Here](#).