



Active Leicester

Building a Strong and Active Future for all
2017-2022





Leicester's Physical Activity and Sport Strategy sets a long term vision for physical activity and sport in the city.

Physical activity and sport can play an important role in helping Leicester City Council achieve its ambition to build a strong future for the city. The strategy provides a framework for actions, improving the health and wellbeing of residents and contributing to the city's economy.

We know that physical activity and sport can help improve not just the health of residents, but also support individuals and communities to reach their full potential. Our aspiration is that more residents, particularly those that would benefit the most, are more active, more often.

Our ambition is to increase activity levels for 20,000 residents over the next 5 years bringing Leicester in line with the national average.

A vision for physical activity and sport in Leicester

Vision

Building a strong future for all in Leicester, transforming people's health and wellbeing through physical activity and sport





Our ambition for an Active Leicester

Leicester - an active city

Leicester is a great place for sport with passionate fans following the city's successful and historic football, cricket, basketball, speedway and hockey teams and one of Europe's leading rugby clubs.

Set in the heart of England, Leicester is an exciting cosmopolitan city with a proud history stretching back 2,000 years. Leicester is a great place to be active and play sport. It has more than 130 parks and open spaces to enjoy; there is a range of high quality leisure and sports facilities, an extensive voluntary sports club sector, plus an enthusiastic and effective volunteer workforce supporting delivery of physical activity in communities.

The strategy aims to support people of all ages become more active. The aim is to support 7,000 people to start being active and to encourage 13,000 more people to move more.

In order to do this the city has devised 8 ambitions:

- 1 Encourage an active lifestyle for all, tackling levels of inactivity; growing sports participation, and creating resilient habits for those already active.
- 2 Widen access to physical activity and sport across the life-course and different backgrounds by embedding an inclusive culture in all activities.
- 3 Ensure children and young people are more active and develop key physical literacy skills enabling life-long participation in physical activity and sport.
- 4 Support the development of a more sustainable physical activity and sport sector with:
 - a. Thriving and fit for purpose clubs, and
 - b. A high quality, efficient, accessible and sustainable network of sport and leisure facilities and green spaces supporting residents to lead more active lifestyles and achieve their potential.
- 5 Make it easier for people to be more physically active in everyday life, whether that is through active travel choices, linked to the workplace, or through better awareness of the opportunities to take part.
- 6 Have a physical activity and sport offer that is welcoming, engaging and easy to access for all people, made possible by excellent communications.
- 7 Have a skilled, fit for purpose physical activity and sport workforce of the future with the skills to support this transformation.
- 8 Embrace behaviour change principles, be insight led, and collaborate effectively.



Why physical activity and sport is important in Leicester

It is important to be clear about why physical activity and sport is important to Leicester.

'Physical inactivity poses a serious and growing danger to society; it damages health, economy and the environment and limits the educational attainment and future lives of children.'

The national challenge is summed up by **Everybody Active, Every Day: An evidence-based approach to physical activity** published by Public Health England in October 2014:

Around half of women and a third of men in England are damaging their health through a lack of physical activity. This is unsustainable and costing the UK an estimated £7.4bn a year. If current trends continue, the increasing costs of health and social care will destabilise public services and take a toll on quality of life for individuals and communities.



New national policy from Government and Sport England highlights that whilst there has been significant progress in growing participation since 2005, change is needed to reach the least active and under-represented groups in society. Approaches based around behaviour change will be central.

Physical inactivity is one of the top ten causes of early mortality in England. The contrast between the performance of Leicester in terms of both percentage of the population active and inactive is considerably poorer than regional and national averages.

The sport and physical activity industry also plays an important role in the local economy by generating £86.7 million each year and employing 2,500 people.

The benefits of an active lifestyle are far reaching and impact positively on people's lives. For instance:

- Physically active children and young people are more likely to do better academically;
- Participating in sport has been shown to have a positive effect on employability;
- Active workplaces are more productive;
- An active population drives a stronger economy;
- Participation has been shown to maintain and improve physical and mental health and wellbeing;
- Sport can also provide positive activity for young people and so help reduce risk taking behaviour, crime and anti-social behaviour;
- Sport brings generations and communities closer together.
- Those who play sport and are active are healthier, happier and more likely to be successful in academic and professional life.

Increasing physical activity in these groups is a key priority for the city's strategy:

- Children and young people
- Women
- Asian and Black ethnic groups
- People from lower socio economic backgrounds
- Those over 55 years old
- Those with a disability.



Taking the strategy forward

The strategy identifies 12 key priorities. These are listed below and provide the city with a focus for resource and inward investment.

| | Theme | Objective |
|----|---|---|
| 1 | Early Years | Support children to have the best start in life, embedding physical literacy at an early age. |
| 2 | Schools | Ensure that all schools in Leicester embrace, champion, and support pupils to lead an active lifestyle. |
| 3 | FE/HE | Support colleges and universities to deliver their plans for physical activity and sport. |
| 4 | Community | Ensure there is an inclusive approach to delivering the strategy that engages with communities. |
| 5 | Health | Increase the number of people who are physically active for good health, decrease the percentage of people physically inactive, with a particular focus on underrepresented groups. |
| 6 | Indoor/ Outdoor Leisure Facilities | Ensure that Leicester has an attractive, accessible range of indoor and outdoor leisure facilities that play an important role in supporting all groups to be more active. |
| 7 | Sports Clubs | Grow a vibrant, sustainable network of sports clubs within Leicester from grass roots to professional levels. |
| 8 | Outdoors | Ensure there is a quality, accessible outdoor offer that supports people to lead more active lifestyles. |
| 9 | Active Travel | Increase the number of people undertaking active travel to school, work and in everyday life, maximizing the health benefits. |
| 10 | Active Workplaces | To champion and implement strategies for growing more active workplaces. |
| 11 | Communications | Positively influence people's attitudes and behaviours towards being active, making it easy to find out about opportunities, and celebrate success (of all types). |
| 12 | People and Skills | Ensure that there is an appropriately skilled workforce in place to deliver the strategy. |

The strategy will be led by the City Council and monitored by a Physical Activity and Sport Network. It will set the direction of travel for those planning and delivering physical activity and sport over the next five years.

Summary

We have a lot to be proud of in Leicester. Thousands regularly turn up to watch sport; benefitting both the local economy and individual's wellbeing. However, the city still faces many challenges with residents being physically active in their daily lives. We know that many people would like to be active, and can be more active. However, they require the right information, support, opportunities and environment to do so.

Therefore, this strategy aims to provide a framework for actions by a range of stakeholders across the city. We know that no single organisation can on its own achieve a sustained increase in activity levels across the city. It will require the active involvement and commitment of many partners.







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