



TURNING THE TIDE ON INACTIVITY



2023–2028
EXECUTIVE SUMMARY





At Active Leicester we believe in the value of starting and staying active.

Being physically active is good for everyone. It is fun and makes people healthier. It helps people to meet other people, it can build cohesion, and develop resilient communities. It can support people to fulfil their potential, whether it be improving their health outcomes or becoming the best athlete they can be.

Leicester is a vibrant, multi-cultural city with a rich sporting heritage. However, it is also one of the UK's poorest cities, with high levels of deprivation, poor health, and stubbornly high levels of inactivity.

This situation has been exacerbated in Leicester, largely due to the huge disruption that 2020 has caused, and the inequalities that it reinforced, such as those around socio-economic status and ethnicity, as a result activity levels have fallen further behind.

Active Leicester – 'Turning the Tide on Inactivity' is a new, high-level plan that encourages a different way of working to help everyone in Leicester adopt a more active lifestyle, with a particular focus on those who need to be active the most, the cities inactive population.

There is no quick fix to asking the city's inactive population to simply move more. However, we hope this strategy offers a blueprint for organisations delivering services in the city to work differently. At Active Leicester we hope this strategy will provide a tool kit, which can be used to underpin and enhance the wealth of opportunity to be active in our city.

Cllr Adam Clarke, Deputy City Mayor
Climate, economy and culture

Cllr Sarah Russell, Deputy City Mayor
Social care, health and community safety

Together we achieve more, together we are Active Leicester



OUR VISION

Active Leicester aims to Turn the Tide on Inactivity to ensure Leicester benefits from a healthier, happier, and more prosperous population.



OUR MISSION

Active Leicester will build on the wealth of opportunities and partnerships that the city has to offer its residents to support activity levels. Active Leicester will also work differently, to target resources to where inequalities of inactivity exist.



AMBITIONS

Active Leicester would like to encourage long term behaviour change amongst those who are most inactive.

Active Leicester will target all ages but with particular emphasis on those who are most at risk of experiencing poor physical and mental wellbeing outcomes because of being inactive. **These include:**

- Early Years and children, to promote generational change
- Adults and children in bad health (including mental health) or living with a disability or limiting health condition
- Women and girls
- Residents with no formal qualifications, and who tend not to be working
- Residents who reside in the East of the City and associate with being Black/Black British or Asian/Asian British
- Older adults, aged 65+



STRATEGIC AIMS

- 1 **Active Start:** Increasing activity levels for children and young people.
- 2 **Active People:** Increasing physical activity for inactive adults.
- 3 **Active Places:** Enabling activity in people's communities, close to where they live.
- 4 **Active Societies:** Strengthen the systems necessary to implement effective and coordinated action to increase physical activity and reduce sedentary behaviour.
- 5 **Active Messaging:** Improve long term behaviour change through improved communication.



GUIDING PRINCIPLES

To support the strategy, Active Leicester has created some guiding principles to help partners achieve their strategic aims:

- 1 To focus on activity that is local, informal, non-traditional, and where there is a social element of being with friends.
- 2 To make adopting long-term healthy lifestyle behaviours and positive physical activity choices, the easy choice. Active Leicester will focus on encouraging people to make small, sustainable changes to daily behaviours.
- 3 To engage, listen, support, and empower the local community. Active Leicester will utilise the role of community-based leaders and partners, whom have an in-depth knowledge of the community.
- 4 To create and engender collaborative working, by partners to deliver appropriate and tailored communications which facilitate long-term behaviour change, along with the sharing of resources, to where it is most needed.
- 5 To provide evidence, advice, and guidance on why tackling health inequalities should be a priority for partners and support them to tailor and target their services to those who are not only most at need but who will also benefit the most from tailored, accessible, and local physical activity opportunities.
- 6 To promote the use of personable smart technology to aid people to start, track and stay being active.



MONITORING SUCCESS

Over the course of the next five years, we hope to make a 5% reduction in the number of inactive children and adults.

For more information, please visit leicester.gov.uk/activeleicester



leicester.gov.uk/activeleicester

