

APPENDIX – DRAFT ACTION PLAN

Turning the tide on inactivity - ACTION Plan for Internal Partners	
Ref	Actions
Housing	Utilising the housing teams Bulk SMS / email service
	Mail shot to the 1,400 housing employees - target campaigns and localised promotional activities using this network.
	Utilise the housing register for raising awareness and promotion.
	Improved services to people living in sheltered accommodation or we could utilise the network to raise awareness and messaging. Pilot as part of Active Leicester H&Wbeing hub
	Connection with residents' associations. Proactive groups include St Matthews, Highfields, and Braunstone Frith. This could include outreach activities, joining partners with groups or utilising the groups for messaging. Pilot as part of Active Leicester H&Wbeing hub
Enablement	
	Build on experiences in collaboration with the libraries connected project to additionally consider how we can provide a similar offer at Leisure Centres. Active Leicester to explore.
	Improve uptake of social care providers signing up to the Health Charter. Health Charter to be reviewed by AL and PH, with advice provided on Physical Activity.
	Trial and implement where effective enablement friendly sessions within our leisure centres across all our services, starting with gyms. Potential to explore as part of H&WB hub pilot.
	Healthy chats training - is being delivered by Durham University and funded for three years by Durham. HCS training should be supported through LLR? (IE discussion).
Parks	Walk, jog, run, maps improved promotion and website location. - local green spaces added to this mapping exercise.
	Engage in conversations with community wellbeing champions to take a targeted approach at utilising our Park infrastructure to the most inactive groups or communities.

	Consider means to take a behaviour change approach in our communications and signposting across our parks, especially for active events such as 'Beat the Street'
	Park Services will commit to enhancing the profile of its green and open spaces by working in partnership with broader internal and external teams on raising the awareness and promotion of these important city assets
	To continue to raise awareness of the popular Environmental Volunteer scheme, which provides an alternative way to encourage and engage people to get out, get active, increase their social interaction, keep fit and improve their mental health through the parks outdoor environment.
	Park Service are also involved in a national Police led scheme to promote safer access and usage of parks by women and girls. Local authorities nationally are reviewing and amending grounds maintenance programs to improve sight lines, reducing the build-up of shrubbery and improve natural lighting. Several parks have already seen a benefit, and this work will be ongoing and expanded, as funding allows.
Active Travel	Utilise the ambitions and guiding principles of the Active Leicester strategy to influence infrastructure and investment programmes for Active Travel in the city.
	Utilise the ambitions and guiding principles of the Active Leicester strategy to influence the delivery of behaviour change programmes in the city. Also linking into the health and wellbeing hub pilot to trial some beginners cycling lessons.
	Sport Services to scope the feasibility of the implementation of cycle parks at all leisure centres, piloting an approach at Aylestone Leisure Centre, as part of the Health and Wellbeing hub approach.
	Explore the concept of Social Prescribing to active travel activities - Livewell - walking maps?
	Promotion of the journey planner travel tool / Broader remit to roadshows / better points reward app. Linking into the broader promotional marketing within other department i.e. housing team.
Public Health	Legacy phase of BTS. Utilise the action plan delivered by Laura to continue on the legacy programme, and where possible align work to the needs of the stage. Separate action plan to be established.
	Develop and facilitate an Active Leicester Grants programme that will support the principles and objectives set out in the strategy.
	Utilising the role of social prescribing into community activity
	Review the promotion of outdoor gyms to increase the usage. Target the promotion.
	Explore the concept and role of the community connectors project to support levels of Physical activity in a location by connecting the community to services. Link to H&WB hub, as Saffron is a target area for this project.

Active Leicester	Develop and facilitate a pilot for one leisure centre to adopt the principles of being a health and wellbeing hub pilot. The purpose to reach out to the locality's inactive community, to encourage sustained usage of the leisure facility.
	Active Leicester notes this recommendation and will commit to maximising the use of social media to showcase women from different backgrounds, exercising in various types of clothing.
	Active Leicester will create an annual city-wide marketing / awareness campaign that focuses on positive behaviour change towards starting and staying active.
	Active Leicester will develop a new standalone website that will promote the wide range of services that Active Leicester has to offer. It will also provide an opportunity to provide spaces for the broader promotion of physical activity initiatives.
	Active Leicester will actively utilise the wider communication channels within the council to reach a wider audience with its messages namely: Members bulletins, ward community meetings, face newsletter, health clinics etc.
	The Active Leicester team will look at implementing a plan for open days to be held at each leisure centre. By hosting open days in partnership with Public Health, leisure centres will have the opportunity to raise awareness about the benefits of an active and healthy lifestyle, showcase their facilities and programmes, and foster a sense of community engagement. This collaborative approach can help attract new members, encourage participation, and promote the overall health and wellbeing of the local community. Each Active Leicester facility will aim to provide one open day per annum.
	Active Leicester internal Seminar in Jan/Feb 2024 - to galvanise internal departments for working differently.
Education	Utilising the communication network to schools, through the Weekly Bulletins and Keeping in Touch Mtgs.
	Exploring how the physical activity sector can support SEND schools.
	Explore the Closing the Gap programme, with the School Improvement partnership. A fund is available. A case could be made for better quality PE. This could be promoted to third sector (Inspire Together).
	Creating connections with Children centres and Family Hubs, where activity specialists can enhance the offer provided by centres.
Neighbourhoods	Link to health and Wellbeing service provided by neighbourhoods to cross pollinate messaging and communication on physical activity.
	Broadly promote the third sector services related to physical activity - particularly where there is capacity and in areas aligned to strategy priorities.
	Engagement with third sector delivery partners on Ball Courts attached to community centres. Also, deliver the Play zone project at Eyres Monsell.

	Utilise Neighbourhoods communication patterns to promote physical activity and behaviour change.
	Broader cross promotion of health and wellbeing related activities - through libraries, eBooks, Newsletters, including Sports newsletters on neighbourhood related items.
	Pilot a communication approach at ALC library as part of Health and Wellbeing hub approach to reach a new audience and target activities.
Misc.	Explore and review the new 'Place Based Extension Working' funding bid, with Sport England. Potential of £2m investment over five years.
Corporate Comms	Explore the role of corporate marketing for a joined approach to physical activity / behaviour change marketing with and through council resources.
VCSE	Explore the role of the VCSE to support the strategy - with messaging and or delivery.