



# Active Leicester- Building a strong and Active future for all

5 year strategy - 2017 to 2022

Ambition to get 20,000 more active.

12 priorities and themes.



# Active Leicester – Context

- The importance of Physical Activity to population health
- Nationally 1 in 4 adults are inactive (25%), Leicester it is higher at 34%
- Inequalities are high in Leicester: females, low socioeconomic, BME
- Covid had an impact on childhood obesity

# Active Leicester – Context

Active Lives  
physical activity  
data – 2020 to 2021

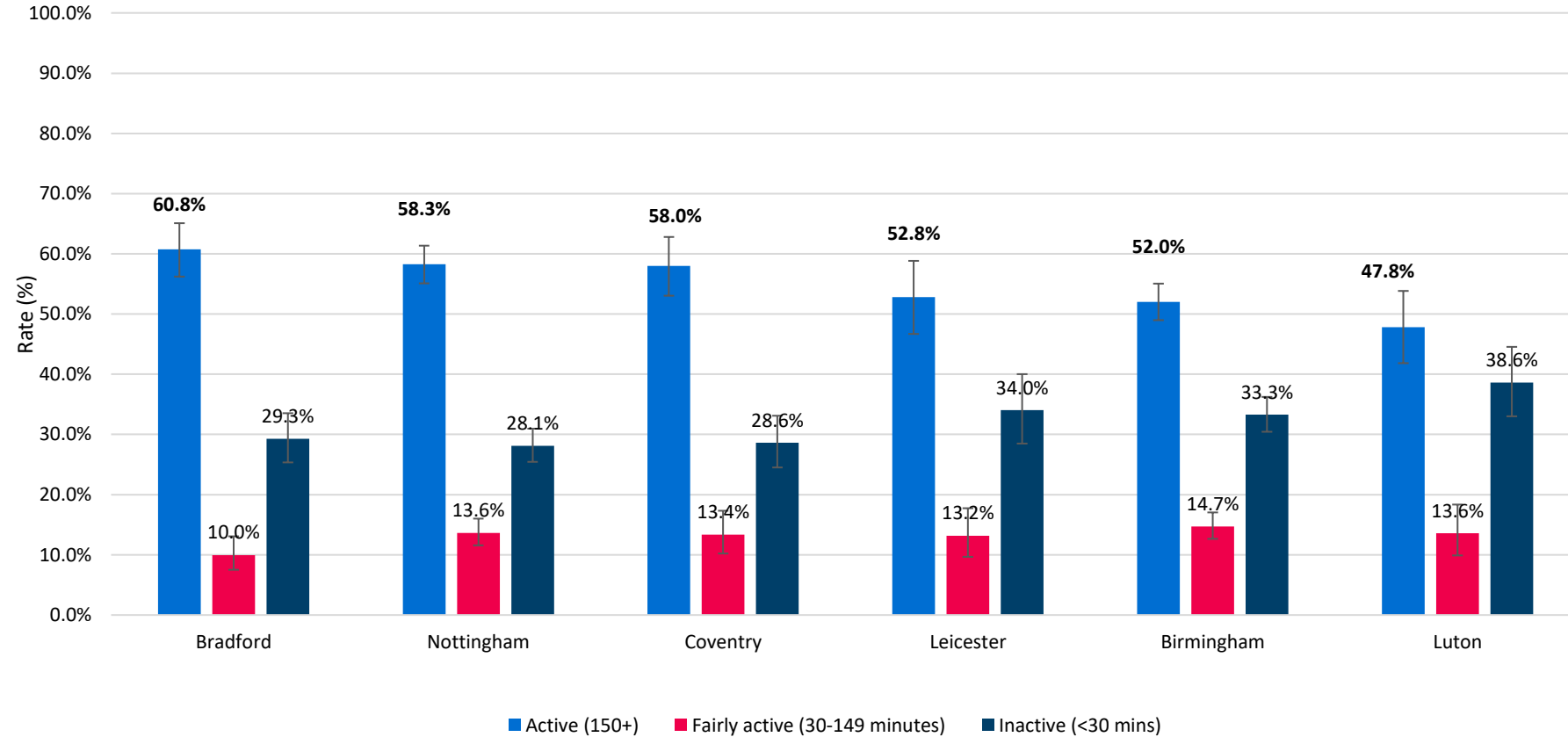
	May 2020-21		
	Active across the week ( $\geq 150$ minutes per week)	Fairly active (30-59 minutes a day)	Less active (<30 minutes per day)
Leicester	52.8%	13.2%	34.0%
England	60.9%	11.6%	27.5%

Significantly higher than England

Significantly lower than England

# Active Leicester – Context

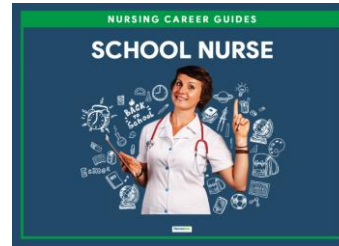
## City Comparators



# Active Leicester – Context



# Active Leicester – Context





# Active Leicester

## Strategy

2023 - 2028



# Active Leicester – Vision

## Vision for the new strategy:

- Five years - 2023 to 2028
- Focusing on the inactive and reducing inequalities
- Covid recovery
- Harnessing the power of collaboration
- Small changes can make a big difference (individuals and organisations)

# Strategy Development – Phase 1

- 28 partners and stakeholder groups were consulted. Representatives from:
  - Public health
  - Healthcare
  - Pre school children
  - Education- Schools, Colleges, Universities
  - Voluntary sector
- 6 main questions + sector specific questions were asked.
- Interviews conducted via MS Teams October/ November 2021
- A report of finding's has been drafted.

# Strategy Development – Headline feedback

- A focus on the inactive and targeting inequalities.
- Hyper-local
- Informal, social and low commitment/cost
- Better information sharing and collaboration.

# Strategy Development – Phase 2

- A stakeholder engagement event was held in April 2022.
- The purpose was to:
  - Check and challenge the key findings from the consultation and identify any gaps.
  - Did the findings & content resonate with organisations?
  - What would stakeholders want from a city strategy?
  - What changes can stakeholders make to improve the cities activity levels?
  - Can stakeholders collaborate better and how?
  - Vision, Governance and Monitoring

# Strategy Development – Phase 3

- Officers are reviewing all the content and are creating a strategy draft.
- Aim to seek final comment and approval by mid summer.
- Aim to launch a new five-year strategy **late summer of 2022.**

