

Active Leicester Strategy







FOREWORD

We believe that sport and physical activity has a big role to play in improving the physical and mental health of the city. It can also support the economy, reconnect communities and build a stronger society for all. Within Leicester, for too long, residents with the most to gain from being active have been the least able to take part.

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

Active Leicester – Turning the Tide on Inactivity' is a new high-leve plan that encourages a new 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 city's inactive population.

There is no quick fix to supporting 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 own differently. We hope it will provide a toolkir, which can be used to underprise and which can be used to underprise and organized the district of the distr

Clir Adam Clarke, Deputy City Mayor Climate, economy and culture Clir Sarah Russell, Deputy City Mayor Social care, health and

Together we achieve more, together we are Active Leicester

THE TIDE OF INACTIVITY City Council 2023-2028 STRATEGY





Importance of being physically active

Healthier, Happier & more Prosperous Population



30% in all-cause mortality

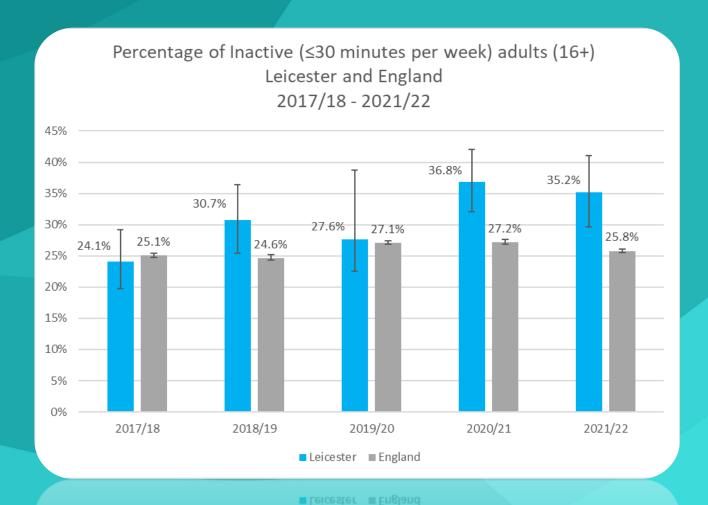
700 preventable deaths in LLR



£1.4bn worth in social value in LLR due to improved health, reduced crime & better productivity



Leicester Context



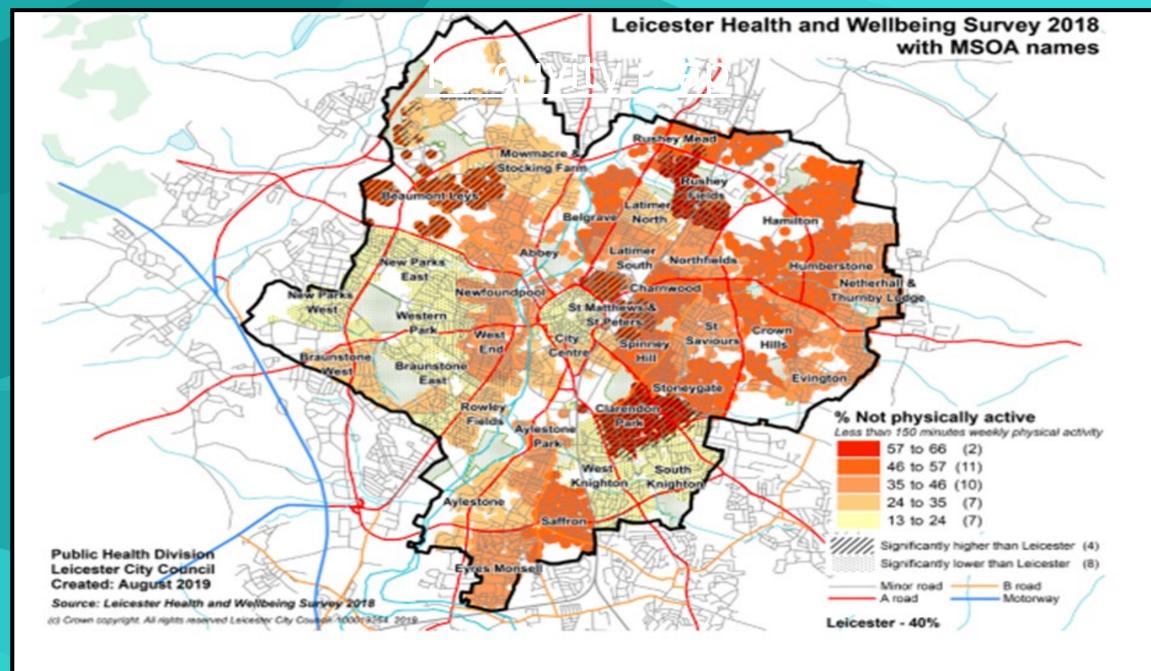
34.5% inactive
Children in
Leicester.

30% in England

2023-2028 | Turning the Tide on Inactivity

2021/22









Strategy Focus



Cradle to Grave



The Inactive





Framework document with set of guiding principles





Local, informal activity, the social element of being with friends, the non-traditional activity and a family centred approach





Priority Groups





OUR MISSION

Active Leicester will target the inequalities of inactivity and support those in most need

We commit to continue to support and build on our universal offer, encouraging everyone to become more active but will flocus predominately on our most disadvantaged geographic locations and on those groups more likely to be inactive. We will encourage long term behaviour change amongst the most inactive in our city throughout heli floc ourse but with particular renphasis on reducing inactivity amongst children and young people with a particular frost on girls, people from the most disadvantaged areas, some diverse communities, individuals with poor mental health and those with a physical or learning disability. The approach will include a focus on local, informal activity, the social element of being with friends, non-traditional activity, and a family centred approach to support the most inactive to engge in physical activity.

We will endeavour to make adopting long-term healthy lifestyle behaviours and positive physical activity choices the easy choice. We will foxor on encouraging people to make small, sustainable changes to daily behaviours to improve longer term health outcomes.

We will do this through better collaboration, sharing of information and cohesive messaging and identifying key strategic partners, networks and trusted community champions to create impactful partnership working. Our partners and residents are currently experiencing many challenges regarding the long-term impacts of COVID-19 and the more recent cost of living crisis, it is therefore with three work smarter, for greater effect. We aim to increase our engagement with organisations who have a willingness to work differently to encourage them to target their resource to those who are inactive. We will provide evidence, advice, and guidance on with tacking health inequalities should be a priority for partners and support them to target their services to those who are not only most at need but who will also most benefit from tailored, accessible, and local physical activity poportunities.

strategies that all have cross cutting themes with Active Liciester. We aim to enumer that this strategy complements and supports other relevant strategies rather than deplicating work. This strategy's associated action plan will ensure that priorities align rather than deplicating the strategy's associated action plan will ensure that priorities align rather than deplicating the strategies or work programmes. This includes but is not limited to Sport English United the Nation of Other strategies or work or Sport Spring and walking, and the role of Community Champions working from within and for communities. A list of interrelated strategies can be found in the appendices.

- Areas of high levels of inactivity as per the map
- Early Year's Children and Young People
- Women and Girls
- People living in the East of the City and associate as Black/Black British or Asian/Asian British.
- People who tend not to be working.
- Older adults 65+





Active Leicester Objectives



Active Start U5 – 18yrs



Active PlacesLocality working



Active
People and
systems



Active Messaging





Ambitions for next five years

1% YoY

Ideally, back to pre-Covid levels of 28%





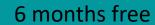
Active Leicester Response



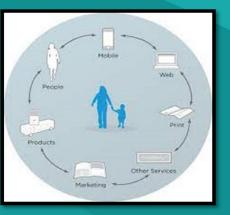




















Thank you and questions





