

CULTURE AND NEIGHBOURHOODS  
SCRUTINY COMMISSION

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# **Place Expansion Project Update**

16 April 2026

FROM Sports Services & Public Health

Lead director: Sean Atterbury Neighbourhood &  
Environmental Services

Rob Howard, Public Health

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## Useful information

■ Ward(s) affected: Saffron, Eyres Monsell, Abbey, North Evington, Thurncourt, Humberstone & Hamilton

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■ Report version number: 1

<b>1.0</b>	<b>Summary</b>  This report provides an update on Leicester’s involvement in Sport England’s Place Expansion programme and sets out details of a Full Award bid that has been submitted to Sport England on 27 March 2026.  The briefing summarises the evidence and engagement activity undertaken to date, outlines the proposed focus of the bid, and highlights the anticipated outcomes, governance arrangements, and next steps.
<b>2.0</b>	<b>Background</b>
<b>2.1</b>	<b>Previous updates</b> <ul style="list-style-type: none"><li>• On the 24 June 2024, the City Mayor received a report that outlined the focus of Leicester’s Place Expansion Development Bid to Sport England, led by Active Together, the Active Partnership for Leicester, Leicestershire &amp; Rutland.</li><li>• On the 30 September 2024 Sport England notified Active Together that the Leicester Place Expansion Development Funding bid was successful, with an award of £273,953.</li><li>• On the 16 October 2024, the City Mayor received an update on the successful funding bid. It was agreed that the funding would be used to investigate the barriers to physical activity in six MSOA areas of greatest need, in line with Sport England funding requirements, and that Active Together were to lead the development of a Full Award application to Sport England.</li><li>• On 26 February 2026, the City Mayor received a briefing on this paper and the Full Award submission being made to Sport England by Active Together on this project.</li></ul>
<b>2.2</b>	<b>What is Place Expansion?</b> <ul style="list-style-type: none"><li>• Sport England’s Place Expansion programme is a national initiative designed to address inequalities in physical activity through long-term, place-based, and system-change approaches. Sport England allocated £250m of National Lottery and Exchequer Funding into place-based systemic work over a five-year period until March 2028. A considerable proportion of the investment is granted to 80-100 places across England, including Leicester City. These places have been identified via a Place Need Classification (combination of data sources). ).</li></ul>

- The programme focuses on areas with elevated levels of inactivity and deprivation, supporting local partners to collaborate with communities to remove structural barriers to being active.
- Leicester has been identified by Sport England as a Place Expansion area. The Development Award, granted to Active Together, has enabled preparatory work, including community engagement, research, and partnership development, ahead of a Full Award application.
- Sport England has advised that the average bid is anticipated to be £1.6m per submission over this period. Given £273k has already been received, a Full Award bid of £1.3m would meet the average scale of investment received by Sport England.

This is a solicited bid by Sport England with a submission date of 27<sup>th</sup> March 2026. Active Together are the lead applicant. The next phase of work, if approved, will be 18months from September 2026 to March 2028. However, the golden thread for this work is 'long term system change' and further rounds of funding are anticipated.

2.3

### **Leicester Context and Rationale**

- Leicester continues to experience significant inequalities in physical activity participation, closely linked to wider health inequalities, deprivation and structural barriers faced by communities. These issues are prevalent citywide, and exemplified in certain MSOA areas, six of which have therefore been the focus of this phase of Place Expansion activity.
- The Place Expansion approach aligns strongly with inactivity levels as outlined in the Active Leicester Turning the Tide on Inactivity Strategy and the corporate priorities around reducing health inequalities, supporting neighbourhoods, and adopting preventative, community-led approaches.

2.4

### **How were the areas selected?**

- Sport England required Active Together and Leicester City Council (Sports Services, Public Health, & Neighbourhoods) to undertake a significant data and insight exercise to determine which neighbourhoods to work in. The general criteria for selection were 1) top ranked MSOA areas according to Sport England that were also 2) highest areas of inactivity in the 2018 Health and Wellbeing Survey.
- Sport England subsequently have made it clear that any further work must benefit households within at least one of these areas. Strategic work to benefit the whole of the city is permitted and included in the Full Award bid:
  - Saffron Lane
  - Stocking Farm and Mowmacre
  - Eyres Monsell
  - Thurnby Lodge
  - North Evington and Rowlatts Hill
  - Northfields and Merrydale

3.0

### **Our Approach**

- Based on the evidence and engagement undertaken (see Moving Conversations Summary Report at Appendix 2), Active Together has submitted a Full Award bid to Sport England on 27 March 2026. Active Together will function as the applicant and accountable body on behalf of the Leicester partnership and continue our collaborative way of working.
- We will focus resources on city-wide strategic roles and continue to develop work with community partners, building collaborative relationships with in the MSOA areas. We will work in partnership to try new ways of working, with open cycles of learning and action, with the shared objective to support communities to be more active.
- The project Steering Group has agreed to the following principles, informed by Sport England’s ‘Uniting the Movement’ and national Local Delivery Pilot learning, community engagement and network discussions. The Place Expansion team understand that there may be less visible change in the short term, but by taking our time to embed new processes within communities we will bring about greater long-term change in terms of tackling inactivity:

1. Connect & Listen	<ul style="list-style-type: none"> <li>• <b>TAKE TIME TO LISTEN</b> &amp; understand what’s really getting in the way of people being active before offering solutions.</li> <li>• Work <b>WITH PEOPLE</b> of all ages and backgrounds so that they can move and feel more connected to others <b>IN THE PLACE</b> they live</li> </ul>
2. Shape Together	<ul style="list-style-type: none"> <li>• Create pathways to securing more <b>EQUITABLE</b> outcomes for people, place and the planet.</li> <li>• Be <b>BRAVE</b> and be prepared to try new and different approaches.</li> </ul>
3. Invest & activate	<ul style="list-style-type: none"> <li>• <b>TAKE ACTION</b> in ways that others can see, trust, and join, to improve on what feels safe, what feels possible and who feels entitled to be present.</li> <li>• Striving to create a sense of <b>BELONGING</b> and <b>TRUST</b> between all community members</li> <li>• <b>DESIGN</b> for change that can becomes normal</li> </ul>
4. Evaluate, & Sustain	<ul style="list-style-type: none"> <li>• Embed cycles of learning and action – <b>everyone</b> is an evaluator.</li> </ul>

- A strategic approach is emerging from discussions and can be viewed in Appendix 3 - ‘A Plan on a Page’.

**4.0 Stakeholder engagement**

**4.1** The project operates across two interconnected layers; System and Place (or neighbourhood level) and to date the following has been achieved:

<p><b>4.2</b></p>	<p>System:</p> <ul style="list-style-type: none"> <li>• Operations team well established, meeting weekly and equivalent to 2.5 full time members of staff.</li> <li>• In July 2025, 45 senior and emerging leaders took part in a 2-day training course on systems change. Subsequently the group has met four times and a 'Community of Change Practitioners' (facilitated learning, building alliances &amp; peer support) is emerging.</li> <li>• Steering Group including Public Health, Highways, Education, Active Together &amp; University partners.</li> <li>• Ripple-effect mapping workshop – insights are starting to influence decisions.</li> <li>• Facilitated sessions cross-department team leaders.</li> <li>• Theory of Change Workshop 28 Jan 2026 with representation from Active Together, Leicester City Council, Education and Sport England.</li> <li>• Meetings ongoing with Adult Social Care &amp; Communities teams to align workstreams.</li> <li>• Neighbourhood &amp; Environmental Services Conference workshop staff engagement</li> </ul>
<p><b>4.3</b></p>	<p>Place:</p> <ul style="list-style-type: none"> <li>• Using the Development Award funding, Active Together supported a programme of engagement and evidence gathering across the six MSOA areas (Appendix 1).</li> <li>• 'Moving Conversations' has been a mix of participatory methods including asset mapping, photovoice and face-to-face conversations.</li> <li>• Interviews with VCSE stakeholders</li> <li>• 15 people trained in Appreciative Inquiry</li> <li>• Over 700+ conversations with people about what they value and what would support them to be more active (See Appendix 1 for Summary Report)</li> <li>• 12 community partners driving the work in neighbourhoods.</li> </ul>
<p><b>4.4</b></p>	<p>Seven main themes, or 'conditions for movement,' have emerged from the Moving Conversations work and are outlined below. This insight has been central to shaping the proposed Full Award bid:</p> <ul style="list-style-type: none"> <li>• Feeling safe</li> <li>• Transport &amp; Mobility</li> <li>• Social connection</li> <li>• People-centred urban environment</li> <li>• High quality parks and play spaces.</li> <li>• Physical &amp; mental health</li> <li>• Community ownership</li> </ul>
<p><b>4.5</b></p>	<p><b>Related events</b></p> <ul style="list-style-type: none"> <li>• On 4<sup>th</sup> February 2026, councillors for wards that crossover the six MSOA areas were invited to a briefing on the project and progress to date 4<sup>th</sup> February 2026.</li> </ul>

	<ul style="list-style-type: none"> <li>• Councillors were supportive of the project, with Cllr Elaine Pantling expressing her support to attend a Community of Change Practitioners workshop.</li> <li>• A group of seventeen young people (aged 13 to 25) participating in a 'Moving Conversations' Photo Voice project and invited MP Shockat, the Lord Mayor &amp; Councillors were invited to attend an exhibition on 7 February 2026.</li> <li>• A further Photo Voice project was delivered with the Eastern European community, with an exhibition held at the Guildhall on 28<sup>th</sup> March.</li> </ul>		
<p><b>5.0</b></p>	<p><b>Outcomes</b></p> <p>The Steering Group has explored the change that needs to happen in Leicester and where the priorities for this work will be between now and March 2028:</p> <ul style="list-style-type: none"> <li>• To create a single vision for walking, cycling, wheeling &amp; play</li> <li>• Amplify the voices of the least active &amp; highlight the need for action</li> <li>• Power shift to communities</li> <li>• Create a Community of Change Practitioners</li> <li>• Extend the reach beyond Public Health</li> <li>• Create a Participation Playbook for Leicester</li> </ul> <p>In the long term, success looks like:</p> <ul style="list-style-type: none"> <li>▪ New collaborative ways of working to create active environments in neighbourhoods.</li> <li>▪ Reducing inequalities in physical activity in Leicester and improving health outcomes.</li> <li>▪ Stronger, more connected communities.</li> <li>▪ Services and systems that support physical activity in an equitable way in Leicester.</li> </ul> <p><b>Overarching vision:</b></p> <p><i>When our least active residents look at their local parks, streets, community centres and leisure facilities, and they can confidently say, "This is for us", we will know the system is working well for us all.</i></p>		
<p><b>6.0</b></p>	<p><b>Governance and Management Arrangements</b></p> <ul style="list-style-type: none"> <li>• Active Together have led the delivery of the £273,953 phase one of this work and will lead delivery and be the accountable body for the Place Expansion programme, working in close partnership with Leicester City Council, local organisations, and community stakeholders. Clear governance arrangements will be in place to provide oversight, manage risk, and ensure alignment with city priorities. Monitoring, evaluation, and learning will be integral to the programme, with regular reporting to partners and Sport England.</li> </ul> <table border="1" data-bbox="240 1962 1334 2042"> <tr> <td data-bbox="240 1962 788 2042">Submission of the bid to Sport England</td> <td data-bbox="788 1962 1334 2042">27/03/2026</td> </tr> </table>	Submission of the bid to Sport England	27/03/2026
Submission of the bid to Sport England	27/03/2026		

Sport England decision-making following submission	June 2026
Delivery phase 1	September 2026 – March 2028
Future rounds of funding	Awaiting confirmation

<b>7.0</b>	<b>Financial, legal, equalities, climate emergency and other implications</b>
7.1	<p><u>Financial Implications</u></p> <p>This report outlines the work undertaken to secure additional income through Sport England. If successful, the bid will lead to grant income of £695k in addition to £273k has already been received to Leicester City Council.</p> <p>Stuart McAvoy - Head of Finance 7th April 2026</p>
7.2	<p><u>Legal Implications</u></p> <p>There are no immediate apparent adverse legal implications from this report.</p> <p>In the longer term the content does suggest thinking about whether any form of consultation is required to ensure the full participation of the prospective beneficiaries of the proposed scheme. Consideration should be given to:</p> <ul style="list-style-type: none"> <li>(i) whether necessary.</li> <li>(ii) if required or desirable if this should be on an informal basis; and</li> <li>(iii) if a formal consultation is necessary the timescales and format of this.</li> </ul> <p>Legal support would be appropriate if the latter option is chosen.</p> <p>Where any third parties are engaged in the facilitation of the scheme (such as Active Together) or achieving the outcomes more generally, procurement should be advised in the first instance and a legal officer allocated to address matters such as:</p> <ul style="list-style-type: none"> <li>(i) grant terms.</li> <li>(ii) support on any necessary procurement activities.</li> <li>(iii) potential governance issues; and</li> <li>(iv) any constitutional responsibilities/protocols.</li> </ul> <p>Signed: <b>Emma Young, Qualified Solicitor</b></p> <p>Dated: <b>31 March 2026</b></p>
7.3	<p><u>Equality Implications</u></p> <p>Our Public Sector Equality Duty (PSED) requires us to eliminate unlawful discrimination, advance equality of opportunity and foster good relations between those who share a protected characteristic as defined by the Equality Act 2010 (sex, sexual orientation, gender reassignment, disability, race, religion or belief, marriage and civil partnership, pregnancy and maternity, age) and those who do not. The Council also has an obligation to treat people in accordance with their Convention rights under The Human Rights Act, 1998.</p>

	<p>The report provides an update on Leicester’s place expansion programme, which continues to support the expansion of sport and physical activity opportunities in the six identified MSOA areas across the city and the outcomes of the engagement process. The programme aligns with the Council’s wider objectives to improve health outcomes, increase participation in physical activity, and reduce inequalities and pays due regard to the PSED.</p> <p>The programme aims to improve access to sport and physical activity for residents with protected characteristics and to reduce inequalities in participation across the city. The engagement outcomes outlined in the report should lead to stronger more connected communities whilst taking community insights into account will help to foster relationships with local organisations and communities and target barriers that exist in their communities.</p> <p>Equality considerations have been embedded throughout the project development and delivery, including the selection of locations in areas of greatest need and engagement with local communities. Projects are designed to improve accessibility and inclusivity, with a focus on supporting underrepresented groups such as disabled people, women and girls, older residents and communities experiencing health inequalities.</p> <p>An EIA approach is recommended where appropriate and will help ensure the programme delivers fair and positive outcomes for Leicester’s diverse communities. The Active Together full award needs to ensure that the above equality considerations are included in the submission covering the 6 MSOA areas and their demographics are taken into account.</p> <p>Signed: Sukhi Biring, Equalities Officer Dated: 26 March 2026</p>
7.4	<p><u>Climate Emergency implications</u></p> <p>As service delivery generally contributes to the council’s carbon emissions, any impacts of carrying out new projects can be managed through measures such as requesting partners use sustainable travel options or provide remote services where appropriate, using buildings and materials efficiently and following the council's sustainable procurement guidance, as applicable to the programme.</p> <p>In addition, work which encourages and enables sustainable behaviours such as increased levels of physical activity may have further co-benefits for tackling the climate emergency. Where relevant, information about the climate benefits of such actions could also be included in communications and considered as part of the programme.</p> <p>Signed: Phil Ball, Sustainability Officer, Ext 372246</p> <p>Dated: 30th March 2026</p>
7.5	<p><u>Other implications</u></p> <p>Sports England Place expansion programme has clear synergy with Leading Better Lives (LBL), our programme of early action and prevention for the city. Several of</p>

the themes gained through the moving conversations insights mirror themes identified through working together for change in the LBL programme, which provide the basis for the actions under this programme. The four pillars of our early action offer are partnership working; the community offer; ways of working and digital. Sports England programme expansion programme fits well within the pillars of the community offer and ways of working. Going forward the connections between the 2 programmes could benefit from key representation across governance arrangements to support complimentary, efficient ways of working.

Kate Galoppi, Director Adult Social Care & Commissioning

Dated: 02 April 2026

**8. Background information and other papers:**

**9. Summary of appendices:**

Appendix 1 – Map of MSOAs selected by Sport England Report

Appendix 2 – Moving Conversations Summary

Appendix 3 – Plan on a Page

Appendix 4 – Activity for all Foundational Principles

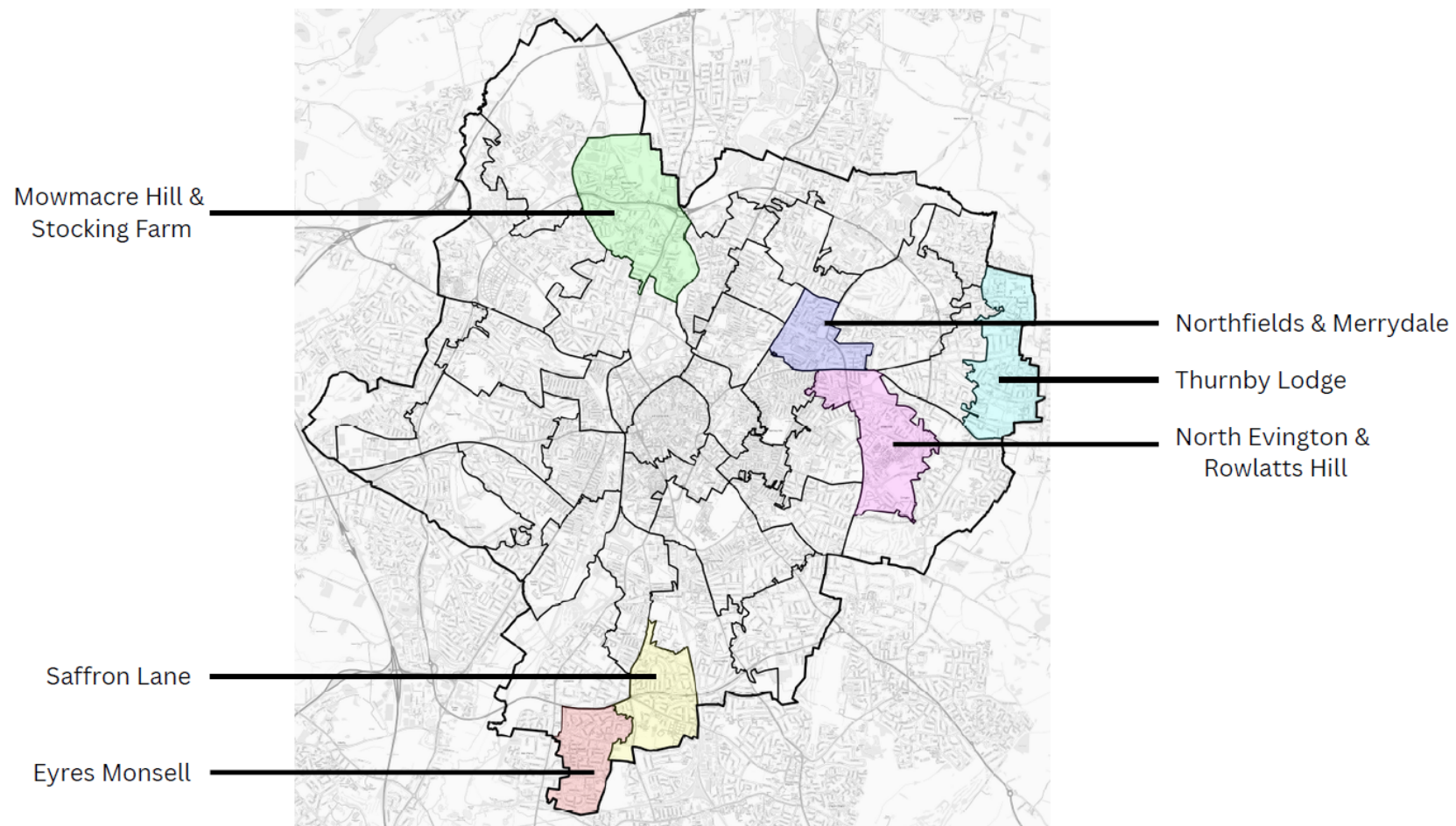
**10. Is this a private report (If so, please indicated the reasons and state why it is not in the public interest to be dealt with publicly)?**

No

**11. Is this a “key decision”?**

No

## Appendix 1 Map of MSOAs Selected by Sport England



# Appendix 2 Moving Communities Summary Report



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## Summary Report – Local voices at the heart of our work

Active Together and Leicester City Council are working with Sport England and a range of community partners to tackle the root causes of physical activity inequality.

“We know that where a person lives and the environment around them has a huge impact on how likely they are to be physically active, and that too often people in low-income communities don’t have access to the same opportunities or facilities as wealthier areas.”  
Sport England

**We have had over seven hundred face-to-face conversations with people in neighbourhoods where we know inequality in physical activity is highest. Conversations took place in a variety of venues including schools, community hubs, parks, libraries, and leisure centres.**

The insights have been analysed by our academic partners, the University of Cambridge, who are supporting us to guide the next stage of our work.

## How we worked

The work is led by our team of Moving Conversationalists (MCs), local people who attended a short training course in ‘Appreciative inquiry.’ We used a mix of participatory methods including asset mapping, photovoice and face-to-face conversations. We interviewed partners such as VSCE organisations, Education, Public Health, and Highways.

## The Questions

1. What do you do that gets you out, about and moving?
2. Imagine you are moving more in five years’ time. What would have changed to make this possible?





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**Where did we go?**

Sport England selected the following areas based on factors including high deprivation, lack of community resources, and inactivity data.

**What did people say?**

We have identified seven main themes, outlined below, which we intend to explore further as levers to reducing inequality in physical activity.

**1. Experiences of feeling unsafe**

A range of concerns relating to poor urban environment, anti-social behaviour and crime were mentioned.

People told us they wanted environmental improvements such as cleaner streets. Improved policing and CCTV were also highlighted.



As a mother of a 9-month-old daughter, my main activity is going for walks. I try to go out every day, but unfortunately, in the area where I live, I don't feel safe enough because of vandalism, litter, and dog waste. I try to walk in a nearby neighbourhood where there's a nice park and a playground suitable for little children. Unfortunately, I don't have that option in my immediate

Safe and clean streets will make more active as I will be more inclined to walk around. More traffic control measures as the roads are so busy and there's not enough crossing to cross safely.



# MOVING CONVERSATIONS

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I would really love to spend active time with my daughter, but I can't do that in the local area because it's unsafe — there are many homeless people walking around with alcohol. There's a nice place near the Eyres Monsell Community Centre, but I can't use it because I'm afraid someone might attack me. There are lots of teenagers, vandalism, the playground is always full of rubbish, and the outdoor gym is always occupied by people drinking alcohol. I'm afraid to say anything or tell them off.

If the place is safe I could go out more. We hear incidents of people just walking and getting stabbed. You just don't feel safe around community even mums with a baby are getting attacked on the news. I would like more Police on the road. Arrange a community group and social gathering for young adults and to get all people together. Young adults need things to do instead roaming on streets and getting influenced.

Feeling safe is important to me. Sometimes when I go out worry about people being abusive, racist, or violent. My health and work get in the way of physical activity, trying to fit in a walk every day can be quite a challenge.

I go for walk, I try to walk at least an hour or half an hour a day. I get out to spend time with grandchildren. I support my kids, son in-laws, friends, grandchildren, I visit, talk, care and cook for them. I try to go in the park but the park is not safe. We need the Police there especially in the holidays. For people like me who is Muslim and wears hijab they abuse us, sometimes they have thrown water, juice on me. Right in front of my house is a park.





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## 2. Experiences of transport and accessibility (mobility)

Concerns were raised relating lack of public transport infrastructure (transport accessibility, bus pricing, car parking). Suggested improvements included cycle paths and bike schemes, improved public transport, subsidised travel, and free child bus tickets. Reduced cost of public transport was seen as an enabler to increasing physical activity.

Would love to go further afield but transport and getting to places is difficult it would be great if more organised events via the local clubs could be organised with transport think we would all feel safer. Locally where I live it's messy.

It's good to plan to cycle round shaded streets that are quiet, but not many others of my friends have bikes, and actually I found out that two people I would have asked can't even ride a bike and they're adults

## 3. Experiences of poor of social connection

People expressed a strong interest in playful and creative ways to be active, including sport, dance, singing and arts-based activities. This highlighted need for more local, inclusive, and family-friendly opportunities, with improved access to creative groups, school-based activities, and funding for activities. Longer opening hours for community cafes and affordable childcare were seen as helpful to support participation.

We also need something for early years and support for young parents which seemed to disappear during Covid, we need early years to have a voice, we also would like a place to offer respite for carers to leave loved ones especially those with a disability. This would help both carers and those with additional support needs.

More socialising, joining in group, would like to do Pilates and dancing, it's fun and get to meet people. Kids would be older so would have more time.





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#### 4. Experiences of the urban environment

A range of concerns related to the urban environment were raised including limited access to facilities, pavements, and street lighting. People spoke about a need for more funding for facilities; local provider options in place; one-to-one training; and outdoor gyms.

Stoughton Rd houses there no proper pavements or lighting across the housing there which won't make walk outside. Also there are no cycle paths or lanes in this area to use a bike which means the kids can't learn to bike or I can't use a bike safely even when the pavements are not properly there or smooth.

Some young people were using the community centre just to stay warm. Young lads were not causing any trouble but as they were laughing and loud, they were asked not to use the space. Going to the community centre was keeping them warm and off the streets, but then they were told that they couldn't use it. There was nowhere else for them to go to keep them out of the cold.

#### 5. Experiences of parks and playgrounds

Litter and poor maintenance were key issues raised around parks and playgrounds. Environmental improvement suggestions included all-weather parks, safer parks, and more accessible gym equipment. A cleaner environment and improved parks and green spaces were considered enabling factors to being more active.

I would love to see the parks becoming more kids friendly and safe. May be mom-daughter exercise group or walk would be nice.

One thing that would help me be more active in the future is if parks were made more accessible and comfortable for all users. For example, when I go for walks with my friend, we often notice a lot of dog walkers [...] It would be really helpful if parks had designated dog walking areas safe, enclosed spaces where dogs can exercise freely without affecting other park users. This would allow everyone to enjoy the park in their own way, whether they're walking, jogging, or just relaxing. Along with better walking paths and more outdoor fitness areas, having clear zones in parks would make it easier and more enjoyable to stay active.





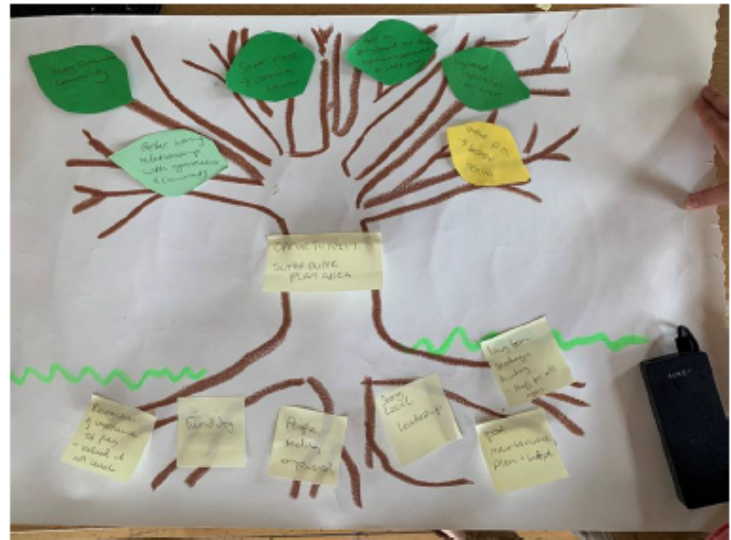
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### 6. Experiences of poor physical and mental health

We heard that volunteering is viewed by many a way for people to stay active, support their physical and mental health, and develop skills. Respondents highlighted a need for more volunteering and training opportunities, with professionals identifying additional need for volunteer leadership development.

Neuropathy from diabetes, medication takes the pain but not the wobble, so I drop things and not strong. go never gave support to get to the gym or physio, I got put off from going anywhere about health as people were not friendly and this puts people off I've had to build confidence in going somewhere, going somewhere on your own is scary [...] motivation is a massive factor, friends help me so having buddies help and we encourage each other

Two things that would change what I do is becoming ill, are closure of community activities due to not enough volunteers or finances are stretched.





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### 7. Experiences of working well together in community partnership

Our community partners (MC's) have driven this work. Regularly checking in and allowing space for flexibility and idea sharing, has enhanced our cycle of learning. Not only has this way of working helped to inform how we move forwards in the city, it has also shown direct benefits for our MCs and wider community.

This approach has supported MCs' personal development and physical literacy, including building confidence, overcoming personal barriers and anxiety, developing skills such as leadership and communication. It has also helped to develop understanding of their own communities and build new connections.



MCs also reported that residents who took part in conversations felt recognised and valued, which increased trust, encouraged participation in other local activities, and motivated even initially hesitant individuals to contribute to improving their area.

“Team members grew in confidence from being too nervous, shadowing others, and now he leads on the activities & even makes tea and coffees. LG feels this is real community empowerment. Another team member lacks confidence with the public, social anxiety, and LG has seen her build confidence at events & benefits from team working. LG feels the flexibility of the project is a huge strength - they've been able to adapt to the teams needs. They are thinking more about their community as a whole - not just saffron acres but the estate and city and how the connect.”





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### What happens next?

This is just the start of our journey.

We are using what we have learned to change the way in which we collaborate with residents in the future – by involving them from the start in making decisions that affect them. The findings this research will help us form plans with Leicester City Council and other organisations to make Leicester the best place to live, work and be active.

To find out more please contact [movingconversations@leicester.gov.uk](mailto:movingconversations@leicester.gov.uk)



# Appendix 3 Plan on a Page

## “This is for Us”

When our least active residents look at their local parks, streets, community centres and leisure facilities, and they can confidently say, “This is for us”, we will know the system is working well for us all.

### What’s keeping us in poor health?

We spend 1/3 of our lives in poor health. Our current system creates a cycle of exclusion:

- Streets belong to cars, not for walkers, wheelers or play.
- Parks feel unsafe and people avoid them, and use of leisure centres is declining.
- Leicester is the 12<sup>th</sup> most deprived local authority in England.
- With higher rates of preventable deaths, childhood obesity & adult inactivity than the national average, deprived people are at the highest risk of poor health.

We will create a city where the active choice is the easy choice for everyone.

### What would help us to get out, about and moving?

700+ people in the least active areas told us:



### Initiatives for our ‘Active Neighbourhoods’:

- Embed Core Team & Active Neighbourhood Champions (ANCs) as the bridge between the council and communities.
- ANCs to support communities to select priorities and codesign plans for parks, playgrounds, routes & spaces.
- Leadership Development: Community of Change for Senior Leaders; training for VCSEs.
- Small-scale capital works to ‘unlock’ third spaces and create ‘Play on the Way’ trails.
- Co-design a programme of regular activity in one of the priority spaces.
- Focus on families, CYP & low-income households in selected neighbourhoods.
- Evaluation & Learning Plan working to embed reflective learning and an ‘everyone is an evaluator’ approach.
- Key metrics: Felt experience; number of unlocked third spaces, growth in Physical Literacy scores.



**Community Power**  
 People shape their own surroundings, leading to better services, stronger social bonds, safer neighbourhoods and more active lives within ‘active environments’.

By shifting power to communities through ‘connect, listen & invest’; codesigning a playbook of opportunities; employing 4x Active Neighbourhood Champions. With focus on least active residents, families, CYP, VCSEs.



**Active Wellbeing**  
 Build capacity & coalition of local people to be active leaders, integrate physical activity across sectors, and create feedback loops to use lived experience to guide decision making.

By amplifying voices of the least active and utilising Community of Change Practitioners to develop braver, collaborative leadership, connecting sectors and recognising opportunities. Engaging Senior Leaders, Councillors, Emerging Leaders, VCSE CEOs.



**Tackling Structural Inequalities**  
 Address the social determinants of health through long-term policy change and integrated strategies to break ‘vicious cycles’ of inactivity; framing interventions as essential when there is moral obligation to do them.

By creating a shared vision for everyday active behaviours; embedding social determinants across the Council and partners; delivering system-wide outputs (Marmot City, School Streets, Play Strategy, etc.). Focus on least active residents, families, CYP.

# Appendix 4 Foundational Principles for Active Design, Sport England

