

**A Pledge to Get the City Fit!**

**3x30min pledge**  
MOVE MORE  
LIVE LONGER

SPORT ENGLAND

NHS  
Leicester City

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Leicester City Council

### Background

- 3-year campaign funded by Leicester City Council, Sports England, and NHS Leicester City
- In response to the Sport England Active People Survey
  - Only 15% of people in Leicester 16+ take part in 30 minutes of physical activity 3 times a week
- 1 in 4 people in Leicester is obese, 1 in 3 smoke, and only 1 in 4 eat healthily
- The costs of physical inactivity to the NHS in Leicester is estimated to be over £6 million pa

### 3x30 Pledge

- Launched July 2009
- A commitment to a minimum of 3x30-minute sessions of physical activity per week
- Adults meeting this pledge are rewarded with:
  - Discounts at leisure centres
  - T-shirts
  - Exercise DVDs
  - Pedometers
- Over 1000 people in Leicester signed up
- For further information, visit [www.leicester.gov.uk/3x30pledge](http://www.leicester.gov.uk/3x30pledge)

**Thank you for listening**

**Any questions?**