

LEICESTER CITY HEALTH AND WELLBEING BOARD DATE

Subject:	Active Leicester Strategy – Turning the Tide on Inactivity
Presented to the Health and Wellbeing Board by:	Vicky Ball, Andrew Beddow and Jo Atkinson
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EXECUTIVE SUMMARY:

Active Leicester – Turning the Tide on Inactivity, is a five-year strategy for stakeholders and organisations working in the field of sport and physical activity. It focuses on the city’s most inactive population through an approach called proportionate universalism. This approach recognises that the city has a strong universal offer for physical activity and sport. There is a wealth of opportunity in the city from public spaces to leisure centres, to the club infrastructure to the commercial operators. However, access to these services / assets is not always equal. Therefore, through this strategy Active Leicester’s ambition is to shine a light on these inequalities and target resource to where it is most needed.

The strategy launched in the summer of 2023, is a guidance document, designed as a blueprint for organisations to target resources to where there is most need in the city. There is no budget allocated to this strategy. Therefore, the aim is for organisations to adapt existing resources or to use the strategy to draw down investment.

In response to the strategy action plan, the report will also shine a light on Active Leicester’s response to the strategy, with a pilot approach that is being adopted at Aylestone Leisure centre.

There is also an opportunity for City partners to develop a place based working approach with a funding opportunity being solicited by Sport England. This is explored further in the report.

RECOMMENDATIONS:

The Health and Wellbeing Board is requested to:

1. The Health and Wellbeing Board are reminded to note the contents of the strategy and provide comment to help shape the emerging action plan.
2. The board are asked to comment and feedback on Active Leicester’s approach to piloting a physical activity hub at Aylestone Leisure centre.

3. The board are asked to consider the opportunity for further collaborative work through the Sport England Place Based working initiative.
4. The board members are asked to consider the role of their organisation in supporting the aims of the strategy.
